

Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

CBS & Radio Affiliates Debate Rates; Plan Reduction of Nighttime Tariff

If Affiliates Agree, Night Rates Go Down 25%, Day Rates Up 5%

NEW YORK, Aug. 15—The CBS radio network will reduce the cost of evening time 25% and increase the cost of daytime radio 5% effective Aug. 25—provided 85% of the affiliated stations approve the plan.

This compromise rate adjustment was agreed upon this week in Chicago when 120 local broadcasters met with executives of the network.

If the required 85% of CBS stations approve these changes by Aug. 20, they will become effective on Aug. 25.

Those present voted "overwhelmingly" in favor of the 25% cut proposal, which was offered by an affiliates committee as an alternative to the network's request for a 35% nighttime reduction. More than 60 contracts were signed after the meeting. Some 209 radio stations are affiliated with Columbia.

The compromise plan was submitted to a general meeting of affiliates after it had been approved by the special committee headed by George B. Storer, president of Storer Broadcasting Co. The group voted 6-0 in favor of the proposal, with three members abstaining.

This committee was set up some time ago after rumors that a drastic rate cut was being planned for fall by CBS were widely circu-

lated. Sporadic meetings have been going on between the committee and CBS management for four weeks. John Fetzer, president of Fetzer Broadcasting Co., was acting chairman of the committee at this week's meeting in the absence of Mr. Storer.

In April, 1951, CBS was the first radio network to fall back before the concerted pressure of advertisers for lower rates. A general reduction of 10% to 15% was offered as of July 1, 1951. This was followed almost immediately by a corresponding lowering of the price lines by the other three major networks.

Most people are convinced that the same sort of industry reaction will take place again. The arguments about what ABC, Mutual and NBC would do to keep abreast of the competition mainly centered around the questions of how, when and how much. Nobody would take any bets on the proposition.

NBC has been analyzing the rate problem for nearly two years in an attempt to modernize its structure—in line not only with television's inroads, but marketing factors. Late in 1951 network executives proposed an over-all revision based on a detailed reevaluation made on a station-to-station basis. This innovation, which was to have been effective July 1, 1952, was halted by affiliate opposition.

For the past few months NBC, (Continued on Page 8)

\$1,000 FOR A JINGLE—Color ads like this will run in magazines in October to promote Wilson & Co.'s B-V meat flavor and gravy maker. Ewell & Thurber Associates handles the account.

FTC Says Lever's Margarine Claims Are False, Unfair

WASHINGTON, Aug. 14—The Federal Trade Commission set out today to prevent Lever Bros. Co. from using the terms "country fresh" and "dairy department" in its advertising for Good Luck oleomargarine.

The case is the first major false advertising action in the margarine industry since Congress adopted legislation last year clearing the way for nationwide marketing of colored margarine.

FTC contended that the disputed terms serve as representations and suggestions that Good Luck margarine is a dairy product, "which is contrary to the facts."

The commission is under strict congressional instructions to patrol margarine advertising. At the time stiff federal controls on colored margarine were repealed, dairy (Continued on Page 77)

Average Family Lives Beyond Income: BLS

Costs, Taxes Are Pushing Business Paper Rates Up

NEW YORK, Aug. 14—Higher publishing costs and mounting costs for servicing circulation lists have forced a number of business papers to announce rate hikes.

A quick check by AA this week shows many of the major business papers have advanced or will shortly increase their advertising rates. While the list of papers that follows is not all-inclusive, it substantiates the belief of many observers in the field of business and industrial publishing that the trend to higher rates is inevitable.

Most of the business publishers checked by AA said that since they are confronted with another period of higher costs, the only way they can render service to readers and advertisers is to increase advertising rates.

J. K. Lasser & Co., tax accounting company which services many business papers, told AA that despite the 20% increase in dollar volume that business papers as a whole enjoyed in 1951, higher costs and higher taxes make it necessary for most business papers to get higher rates to maintain efficient operations.

Mr. Lasser on several occasions has said in public talks that higher rates tend to develop better advertising and more effective use of space in business papers.

At a meeting of the American (Continued on Page 73)

91-City Study Shows That Families in 1950 Spent 6% Above Income

WASHINGTON, Aug. 15—The Bureau of Labor Statistics confirmed today what many Americans long suspected: that the average city family is living beyond its means.

According to consumer expenditure data released by the bureau today, the average family in some 91 cities visited by BLS interviewers spent 6% more in 1950 than it had current income available for spending, after the payment of taxes.

The BLS data is based on analysis of the income and expenditure experience of about 12,500 family "units" in 1950. Interviews were done with meticulous care, since the material is to be used as the basis of a revised cost-of-living index, beginning in January, 1953.

Preliminary results, including income and expenditure data for each of the 91 cities, will be printed in the August issue of the Labor Department's "Labor Review." Even more detailed tabulations, showing average family income, expenditures and savings by family size, age of head of family and many other characteristics are to be available in a special publication in the immediate future.

BLS said average urban income, after payment of taxes, was \$4,300. Total average outlay amounted to \$4,700 with 97% going for goods and services needed for family living.

Of this, 30% went for food and alcoholic beverages; 15% for housing, fuel, light and refrigeration, and 52% for everything else, including 11% for automobiles, TV sets, refrigerators and household appliances.

Gifts and contributions took 4% of income, and personal insurance premiums accounted for another 4½%. Wage earners and clerical workers fared worse than average, according to the report. (Continued on Page 73)

Teamwork and Service Mark Compton Agency

Agency, with 44-Year Roots, Almost Doubles Billings in Five Years

NEW YORK, Aug. 14—Compton Advertising probably puts a higher proportion of its income into payroll (including a spectacular pension plan) than any other large agency in the Four A's.

It is an agency which stresses organization, planning, teamwork and service. It takes a dim view of prima donnas and reliance on genius. It is organized in depth, both for service to accounts and for future management.

Present-day Compton has roots which go back to the formation of Blackman Co., in 1908, by O. H. Blackman and Frank Hermes. It has had two complete reorganizations, the latest in 1946—when the late Richard J. Compton retired, and Robert D. Holbrook took over as president.

In that five-year period, 1946-51, Compton billings increased from \$18,000,000 to \$30,000,000. There is unanimous agreement that the agency could have acquired more new business, but was concentrat-

ing on accounts already in the shop.

During that period, Compton acquired Campbell Soup's tomato juice and pork & beans, Cochran Foil Co., M. K. Goetz Brewing, Hubinger Co., Personal Products' Yes tissues, and Standard Brands' coffee, tea and instant. The agency lost Nestle Co. and resigned Wheatena Corp., Scull Co. and Modglin Co.

The core of its present management is a five-man group. At its head is Mr. Holbrook, who joined Compton in 1933. He had previously been a sales and promotion executive for General Foods, and had worked in the automobile business with Paige Motors. He handled a variety of accounts inside the agency, eventually working on Ivory; he left for Army duty and came back in 1944, became executive v.p. in 1945, president a year later.

Others on the top management level: John K. Strubing, executive v.p., who left the agency for his second war as a Marine officer, and came back as a group supervisor. He now oversees a number (Continued on Page 68)

Last Minute News Flashes

Grace Offers to Buy Foster & Kleiser

SAN FRANCISCO, Aug. 15—W. R. Grace & Co. has offered to buy the common stock of Foster & Kleiser, second largest U. S. outdoor advertising company. Grace has an option to buy 449,589 shares (73% of the common stock now owned by the Foster and Kleiser families) at \$12.85 a share, with one of the conditions being that Grace is able to secure by Oct. 10 at least 95% of outstanding common stock. There are now 158,986 shares of common publicly held. The deal, approximately \$8,000,000, involves a broker's commission and finder's fee of 32¢ a share. Walter F. Foster and George W. Kleiser entered the outdoor business in 1900, bought a company in Portland and Seattle in 1901, and the company serves more than 500 cities in four western states.

Union Pharmaceutical, Artra Appoint Grey

NEW YORK, Aug. 15—Union Pharmaceutical Co. and Artra Cosmetics Inc., subsidiaries of Schering Corp., Montclair, N. J., have appointed Grey Advertising Agency to handle Saraka, Inhiston, APC cold tablets and Imra depilatory, effective Sept. 15. Abbott Kimball Co. formerly had Saraka and Imra, and Cecil & Presbrey some time ago handled Inhiston and the cold tablets. L. W. Frohlich & Co. continues as the agency for the companies' ethical products and Irwin Vladimir & Co. will continue to handle export advertising.

Maitland Jones Named Lennen Copy Chief

NEW YORK, Aug. 15—Maitland Jones, formerly v.p. in charge of national advertising with Hutchins Advertising, has joined Lennen & Mitchell as v.p., assistant executive creative director and copy chief. He was a v.p. and copy group head at J. Walter Thompson Co. before joining Hutchins.

(Additional News Flashes on Page 77)

All Regions Shared in '51 Income Gain, Commerce Reports

WASHINGTON, Aug. 15—Every region in the country registered important gains during 1951, the Commerce Department said today, as income payments to individuals increased from 1950's \$218 billion to \$243 billion.

Per capita income increased from \$1,439 to \$1,584.

The department's annual report on income payments is one of the few reliable indications of buying power on a state-by-state basis. It reflects income before taxes received by individuals from all sources, including wages and salaries, net income of unincorporated (Continued on Page 71)

Ridders Buy Both Dailies in Long Beach

Third Purchase in Past Two Weeks; History of Family's Publishing Told

LONG BEACH, Aug. 12—The Ridder interests have bought the *Press-Telegram* and *Independent* here at an undisclosed price.

The purchase comes only a few days after the Ridder family bought the *San Jose Mercury* and *News* and won Federal Communications Commission approval of its merger of WTCN-TV with CBS' station WCCO in the Twin Cities.

Herman H. Ridder, publisher of the *St. Paul Pioneer Press* and *Dispatch*, becomes publisher of the Long Beach newspapers Aug. 15. The *Press-Telegram* and *Independent*, hitherto published by separate companies, will continue as separate daily newspapers but will be combined on Sunday. Also, the *Independent* will change from tabloid to standard format.



Herman H. Ridder

W. F. Prisk, publisher of the *Press-Telegram*, is severing his connection with that paper and will devote time to the *Pasadena Star-News*, a Prisk family enterprise. S. S. Conklin, associate manager of the *Press-Telegram* and onetime ad manager of the *Omaha World-Herald*, is retiring.

Lawrence A. Collins Sr., publisher of the *Independent*, will continue with the papers in an advisory and editorial capacity. Samuel Cameron, business manager of the *Independent*, becomes general manager of both newspapers. The morning *Independent* has about 50,000 circulation and the evening *Press-Telegram* about 100,000.

The Ridder family now owns about a dozen newspapers and half a dozen radio and TV stations around the nation.

Founder of the publishing family was Herman Ridder, who entered New York journalism in 1880 and in 1890 acquired the *New Yorker Staats-Zeitung*, which is still in the family. Later acquisitions by his three sons and eight grandsons have been:

St. Paul Pioneer Press and *Dispatch* in 1927.

New York Journal of Commerce in 1927.

Grand Forks Herald and *Aberdeen News* in South Dakota in 1928. Substantial interest in the *Seattle Times* in the early '30s.

Duluth Herald and *Tribune*, early '30s.

WDSM, Duluth; WTCN, Twin Cities; KSDN, Aberdeen, and KILQ, Grand Forks, early '30s.

San Jose Mercury and *News* in 1952.

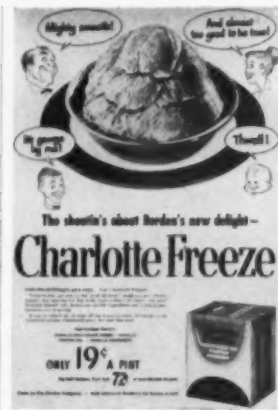
In addition, they acquired but later sold the following:

Long Island Daily Press in mid-'30s.

American, Odessa, Tex., and *Union-Leader*, Manchester, N. H., in 1949.

Chicago Journal of Commerce in 1950.

The merger with CBS in the Twin Cities a fortnight ago led to sale of WTCN (AM and FM) for \$325,000. But WTCN-TV and WCCO, the CBS station, affiliated under a new corporation, Midwest Radic & Television Inc. The Rid-



NEW DESSERT—Ads like this have been appearing in Chicago papers for Charlotte Freeze, the Borden Co.'s new vegetable fat frozen dessert (AA, Aug. 11). The agency is Young & Rubicam.

ders own 53% of Midwest, through their company, Mid-Continent Radio-Television Inc. CBS owns 47%.

Herman Ridder, who died in 1915, had three sons who are still active. They are:

Bernard H. Ridder Sr., the oldest son, now president of Northwest Publications (which owns the *St. Paul* and *Duluth* papers), and Joseph E. Ridder Sr. and Victor F. Ridder, twins. Joseph is chairman of Ridder Publications Inc. (the parent company) and president of the *Journal of Commerce* Corp. (He is also chairman of American Bosch Corp., maker of automotive and aviation equipment.) Victor Ridder is chairman of Northwest Publications and publisher of the *Duluth* papers.

The eight grandsons of Herman Ridder and their duties are:

Sons of Bernard Ridder Sr.:

Herman, publisher of the Long Beach Newspapers.

Joseph, publisher of the *San Jose* newspapers.

Bernard H. Jr., with the *Duluth* papers.

Daniel, business manager of the *St. Paul* papers.

Sons of Joseph Ridder Sr.:

Erie, general manager of the *Journal of Commerce*.

Bernard J., publisher of the *Journal of Commerce* and president of Ridder-Johns, sales representative for the Ridder newspapers.

Sons of Victor Ridder:

Walter, Washington correspondent for the *Ridder* papers.

Robert, president of Midwest Radio & Television and Mid-Continent Radio-Television Inc.

No successors have been picked by the *St. Paul* newspapers for Herman Ridder, formerly publisher, and Joseph, formerly general manager.

The new publisher of the Long Beach newspapers said that "extension of the Ridder empire westward is an obvious response to the Coast's upward population surge and booming markets." It was pointed out that Long Beach has grown from 35,000 population to more than 250,000 in four decades.

Form Schiaparelli Inc.

A new company, Schiaparelli Inc., has been formed at 683 Fifth Ave., New York. The French-American firm will promote and coordinate Schiaparelli fashions in this country. A group of American manufacturers representing every fashion field will be appointed as affiliates. They will sell their products under the Schiaparelli name. Malcolm A. Reiser formerly general sales manager for Royal Robes, is American executive director of the organization. He supervises advertising, publicity, promotion and merchandising.

Curtis Reports That Displays Can Boost Food Store Sales

PHILADELPHIA, Aug. 12—Shopping cart and counter end displays can increase food store sales of displayed articles by as much as 140%, according to a study made by Curtis Publishing Co.

Curtis' "Sales Results from Display Positions in Food Stores" indicates that sales of shortening in a Des Moines store went from an average of 20 units up to 48, a 140% increase, when the product was moved to an end display.

During a normal week, evaporated milk was moved at a rate of about 167 units. When the milk was located in an end display it showed a total of 309 unit sales, an increase of 85%. A third staple item, soap granules, went from the normal count of 135 to 230 in an end display.

Sales of the three products were increased 82.3% as a result of the display changes.

More startling statistics were given for a Philadelphia market where 18 end displays carrying 34 items were watched. When units were given special displays on gondola ends, the food store found, 10,962 units were sold as against only 4,918 when the items were displayed on ordinary shelves. Sales of one product went up 1,217%.

A test made in Springfield, Mass., indicated that shopping cart displays increased sales of such items as mustard, soap, cocoa, cookies, silver polish and meat sauce by more than 500%.

Curtis adds that the turnover of nationally advertised products is higher than that for unknown brands.

Cigarets Packaged with Stevenson's and Ike's Pictures

NEW YORK, Aug. 12—Rum & Maple Tobacco Corp. has come up with its own formula for predicting the coming presidential election—and it's a smoke-filled formula.

The company is handling promotion for a presidential cigaret, made by Tobacco Blending Corp. Retailing at 22¢ plus state and city taxes, the cigarets come in red, white and blue packages, with Eisenhower's or Stevenson's pictures on the package.

They come in two kinds of display cartons, Eisenhower's with red stripes around the package and Stevenson's with blue stripes and permanent confusion of the two brands.

Tests in Louisville, St. Louis and New York reportedly have shown favorable consumer reaction. Rum & Maple has obtained national distribution for the non-aromatic cigaret.



JOSHUA—In honor of matchbook inventor Joshua Pusey, this plaque, for "distinguished use of book match advertising," will be presented to winners of the match industry contest (AA, Aug. 11).

Air Express Nears 25th Birthday; 1% of Revenues Now Goes to Ads



What happened to the time?

CURRENT SERIES—One of the ads Railway Express Agency is currently running for its air express division in business and trade publications.

NEW YORK, Aug. 14—There won't be much fanfare this September when the Air Express division of Railway Express Agency marks its 25th anniversary.

Advertising and publicity for the division and its 32 participating commercial airlines will stick to its usual job of promoting air express as the fastest, most convenient means of moving freight. The occasion will be mentioned only incidentally in advertising copy, and aside from an anniversary booklet, no other promotion is planned.

When the air arm of Railway Express was started in 1927, however, it was faced with the problem of selling aviation when even the military value of the airplane was doubted in many quarters.

After Charles Lindbergh's famous Paris flight and Admiral Byrd's junket over the North Pole, aviation men and women began to win their fight to make America air-minded.

Air Express advertising was started in the early 1930s by Railway Express. Victor Dell Aquila, ad manager for Air Express, and the advertising managers of participating airlines formed a committee to develop an advertising program. Early advertising was limited to truck posters and direct mail.

A similar committee, still headed by Mr. Dell Aquila, directs the Air Express ad program today.

The program is set up at the beginning of each year by the committee, Mr. Dell Aquila told AA, and is reviewed four times a year. Mr. Dell Aquila irons out details of the committee's plans and then places the advertising.

"Air Express," Mr. Dell Aquila said, "has to be promoted on an industry basis. It has to be more or less general and all inclusive, nationally."

"The advertising budget is determined by the committee and is based on the volume of business done the previous year and the need for additional business. No specific formula has been developed because it is impossible to forecast business in advance in a transportation medium that is affected by hundreds of factors over which it has no control."

For a few years, local promotion advertising was tried in daily newspapers, but Air Express found this impracticable because of its feeling that air express should be (Continued on Page 74)

House-to-House Assn.'s Business Paper, 'Installment Retailing,' Bows Next Month

NEW YORK, Aug. 12—A new association-sponsored business paper—*Installment Retailing*—will bow in September. It will be the official mouthpiece of National Assn. of House-to-House Installment Companies, 20 E. 50th St.

Initial controlled circulation of the standard size monthly will be 5,000. The first issue will be 48 pages, with 22½ pages of advertising. The base advertising rate is \$300 for a b&w page one time.

Edward L. Sard is publisher and advertising manager; George Wallach, managing editor, and Edward Goldman, art director. A committee of the association will act as editorial board.

The publication reportedly is the first in the field to cover the entire house-to-house credit field. A special trade show issue is planned for January, 1953. The annual trade show of the association will

be held Feb. 5-7, 1953, at the Hotel New Yorker.

The association was established early in 1951 with an original membership of 35. Members now total 512.

Consumers Union Settles Lockout Strike with Guild

Consumers Union of United States Inc. and the members of the "Consumer Reports" unit of the Newspaper Guild of New York have settled their dispute which began July 7. The dispute occurred when a meeting of 102 employees and management, called to discuss several grievances including retroactive pay, broke up with the guild claiming that management requested the union to leave.

The settlement calls for payment of wages and retroactive pay in accordance with a contract worked out last year and allows employees to make up lost wages through time-and-one-half overtime.

Advertising Council and Citizens Committee Planning World-Wide Holiday to Honor U. N.

NEW YORK, Aug. 13—If the Advertising Council and the National Citizens' Committee for U. N. Day are successful, U. N. Day will become a traditional world-wide holiday for sending gifts and greetings to other United Nations countries.

At a press meeting this week, the two groups unveiled plans for celebrating the seventh anniversary of the founding of the United Nations, Oct. 24. Clarence Francis, chairman of the board, General Foods Corp., is serving as chairman of the New York U. N. Day committee.

The committee is sponsoring a U. N. Day buffet ball at the Hotel Plaza the night of Oct. 24. Proceeds will be used for distributing U. N. gifts overseas. Mr. Francis hopes that the New York activities will inspire other communities across the country to participate in like manner.

The Ad Council's gifts-and-greetings theme has been approved by representatives of more than 100 national organizations, according to Frank L. Weil, chairman of the citizens' committee.

"This new idea gives U. N. Day a popular significance heretofore lacking," he said. "We expect millions of Americans to participate in the program, both as evidencing their support of the U. N. as our best hope for world peace, and as a way of promoting good relations between the U. S. and other U. N. countries."

Allan M. Wilson, v.p., outlined the council's over-all promotion and advertising program which will encourage communities to hold local U. N. Day parties with receipts earmarked for overseas gift packages. Parties are already being planned in Los Angeles, New Orleans, Washington, Dallas, Seattle, Honolulu and in 20 foreign cities, he said.

Account executive Edward F. Royal said the council will make full use of its regular facilities, including the radio and television allocation plan and advertising in all other available media.

A "leader's guide" for local U. N. chairmen, prepared by the NCC, will be distributed along with advertising materials prepared for the campaign by the volunteer agency, Batten, Barton, Durstine & Osborn, under the direction of Willard Pleuthner, v.p.

More than 1,000,000 copies of a 16-page party booklet giving hints on how to set up celebrations will be distributed.

Arrangements have been made with CARE to distribute special U. N. Day gift packages at \$5 each on behalf of Americans having no personal contacts overseas. These will be labeled, "U. N. Day Gift from the U. S. A." CARE is also offering a U. N. Day greeting card to sell for 10¢, the proceeds being used to provide additional gift packages.

Cards and packages can be purchased from the U. N. Day Committee, Box 498, New York 7.

Borax Revives 'Death Valley Days,' But This Time It Will Be TV Show

Screen Writers on Strike Against TV Producers Alliance

HOLLYWOOD, Aug. 13—The Screen Writers' Guild and Author's League of America went on strike this week against the Alliance of Television Film Producers.

The guild said, however, that some of its members working in the television field would be permitted to finish work in progress for the Alliance "under certain conditions."

Writers on term contract must check immediately with the guild to determine what services they may complete before going out. Members under week-to-week arrangements should complete specific assignments in progress as quickly as possible, then terminate their services, and members on individual assignments with deadline dates should complete the assignment, turn it in and accept no others.

assignments will be completed no later than the first of next week, and that by that time no guild members will be working for the Alliance under any circumstances.

Members were also advised to investigate any assignments offered them by independent producers or advertising agencies to make sure they do not violate the strike "via the back door."

Among the series affected by the strike are Frank Wisbar's "Fireside Theater" (Procter & Gamble); Gross-Krasne's "Big Town" (Lever Bros. Co.); Roy Rogers' "Roy Rogers Show" (General Foods); Flying-A Productions' "Gene Autry Show" (Wm. Wrigley Jr. Co.), and NBC-TV Film Syndications' "Hopalong Cassidy."

New York, Aug. 12—"Death Valley Days," one of radio's pioneer and most popular programs, is coming back after an eight-year absence. Only this time the famed Western goes the way of many former radio shows—to television on film.

Again sponsored by its one and only advertiser, Pacific Coast Borax Co., the program will start during the first week in October. McCann-Erickson, the agency, is buying stations on a spot basis in the hope of obtaining prime evening time—7-10 p.m., local time—in all television markets.

"That's what everybody else is looking for, unfortunately," Dorothy B. McCann, production supervisor, remarked to ADVERTISING AGE in an interview outlining the history of "Death Valley Days" and some of the problems involved in the change to television film.

When "Death Valley" first hit the airwaves, Sept. 30, 1930, over National Broadcast Co.'s Blue Network, its future was considered doubtful. Those were the days when most radio consisted of orchestras and quartets. Drama shows were practically unknown.

But McCann had got its feet wet in AM through "Real Folks," sponsored by Chesebrough Mfg. Co. The agency suggested to the Borax people, who then advertised only in women's magazines, that its mining area, Death Valley, Cal., made excellent material for a dramatic show.

Time proved the agency right. With Mrs. McCann (wife of Board Chairman H. K. McCann) in



Dorothy McCann

(Continued on Page 6)



ANSWER TO TELEVISION—To fight the inroads of television the Center Theater in Oklahoma City has this new 50-ft. outdoor display which does the following: (1) directs people to the theater with a flashing neon arrow; (2) merchandises current attractions with a regulation 24-sheet poster which is changed weekly, and (3) renders a public service by indicating the temperature on the 15-ft. thermometer at the left. Designed and erected by the General Outdoor Advertising Co., the display is one of the few which uses a 24-sheet poster as part of a painted bulletin.

75 Newspapers Set in Fall Drive for U.S.I. Anti-Freeze

NEW YORK, Aug. 13—Newspapers in 75 markets, two-color pages in three national magazines and 2,500 outdoor displays will be used this fall to promote Super-Pyro and U.S.I. permanent anti-freeze by U.S. Industrial Chemicals Co., subsidiary of National Distillers Products Corp.

Newspaper copy will feature lowest temperature records in various northern states and advise car owners on engine protection. Ads will be highlighted by humorous cartoons. Insertions of 500 lines will break with the arrival of cool weather and will appear at regular intervals into the late fall.

Collier's, Life and The Saturday Evening Post, starting in the fall, will feature pages to emphasize that U.S.I. permanent anti-freeze cannot evaporate at temperatures above 100° and cannot freeze at 60° below zero.

Two different displays will be used September-October and November-December on 2,500 outdoor signs in 300 markets.

Business papers in the automotive field will be used to augment the anti-freeze promotion through September.

Geyer, Newell & Ganger is the agency.

Massachusetts Finds Newspaper Industry Is the Most Stable!

BOSTON, Aug. 13—There may be a medium-size rush of newspaper men to Massachusetts in the near future.

A survey has just been released by the Massachusetts Newspaper Information Service indicating that employment in the newspaper industry is more stable than in any other industry in the state.

A second and even more enticing fact brought out by the study is that Massachusetts newspapers pay far more into the state unemployment fund than is taken out by jobless journalists.

The MNIS polled 28 dailies and 23 weeklies and found that "there remained on Sept. 30, 1951, sufficient funds to maintain the industry's unemployment requirements for slightly over 20 years." This is based on an average of \$42,476 per year now expended for that purpose.

A balance of \$887,825 is now in the fund in favor of Bay State newspapers.

The 51 newspapers polled re-

ported that for the period between Oct. 1, 1948, and Sept. 30, 1951, their contributions totaled \$1,015,255. Only \$127,430 was spent for unemployment benefits in the industry during the same three years.

Out of the 28 daily papers reporting, two had contributed \$16,197 against which "not one cent had been charged for benefits."

Publicker Extends Use of Round Pints to Two More Brands

PHILADELPHIA, Aug. 13—A newspaper campaign to promote new round "club" size pint bottles has been launched by the liquor subsidiaries of Publicker Industries Inc.

To date the campaign is being confined to Philadelphia blended whisky, a product of Continental Distilling Corp., and Old Hickory straight bourbon, a product of Old Hickory Distilling Corp. In the fall, however, the company expects to expand the drive to include all of its other brands.

Because of the success of the initial introduction of the new round pint bottle, Publicker is planning to package most of its whisky and gin brands in the new bottle in addition to the traditional flat pocket flask pint. This is the first round pint in the history of the industry, Publicker says.

The Philadelphia blend ads promoting the club size will feature the same copy theme as the current Philadelphia test campaign: "Every drop of whisky 7 years old." The new bottle is described as "perfect for home use... an ideal gift."

Copy for Old Hickory in the new club size bottle is "So different—So easy to pour—So chic to serve."

Ads are scheduled for major markets ranging up to 420 lines.

Al Paul Lefton Co. is the agency for Philadelphia blend; Lloyd, Chester & Dillingham is the agency for Old Hickory.

Alcoa Promotes Smith

Harry L. Smith Jr., sheet and plate sales manager, has been promoted to staff manager of product sales for Aluminum Co. of America, Pittsburgh. He has been with the company for 38 years. W. T. Mitman, with Alcoa's Washington sales office, succeeds Mr. Smith.

Hays Opens Art Studio

William Hays has opened his own advertising art service in the Chamber of Commerce Bldg., Miami. Mr. Hays managed the South Florida branch of Koehls, Landis & Landon, New York agency, in Miami, until the branch was disbanded.

Few Low-Income Homes Reported Having TV Sets

Auto, Appliance and Home Ownership Told by Reserve Board

WASHINGTON, Aug. 15—The Federal Reserve Board today torpedoed the notion that TV sets are a common heritage of all American homes, regardless of income.

In a report on consumer ownership of appliances, automobiles and homes, the board found that TV sets were owned by only one in 10 families where incomes were under \$2,000. The proportion of TV ownership ranged upward of six in 10 in spending units with income of \$7,500 or more.

Though TV sets had been in quantity production only three years at the time the Federal Reserve survey was made, about 16,000,000 spending units—roughly a third of the nation's total—already had sets.

Most were located in large cities. According to Federal Reserve, about half of all the spending units in major metropolitan areas already had sets by early 1952, compared with a fourth in smaller cities (2,500 to 50,000 population) and less than one in ten in rural America.

The report, distilled from the board's annual study of consumer spending, saving and earning plans, indicates that heavy post-war buying substantially increased the quantity and quality of household appliances in the hands of consumers, to the point where such items as mechanical refrigerators, washing machines and radios have become standard household items. The board found a decline in refrigerator sales during 1951, while

(Continued on Page 78)

Kellogg Offers Kids Wild Bill Hickok Treasure Map

Kellogg Co., Battle Creek, for its Sugar Pops, is offering a Wild Bill Hickok treasure map and a secret treasure guide to the youngsters.

"which locates more than 300 reported buried treasure sites." The Rand McNally 24x36" four-color map and the companion 16x24" secret treasure guide can be had by the would-be treasure hunters for a Sugar Pops box top and 25¢. Display material has already begun appearing in grocery stores. In mid-September, four-color half pages will break in 140 Sunday comics sections. The offer will be backed on the "Howdy Doody Show" (NBC-TV) and the "Wild Bill Hickok" TV show (over 49 spot stations) and the radio version, on Mutual, through mid-October.

The campaign was developed by Leo Burnett Co., Chicago, and Rand McNally & Co., Chicago, from an idea presented by Tom Penfield, Hollywood map maker, who reportedly has spent 20 years collecting treasure lore.

Kimber Elected President

Harry G. Kimber has been elected president of Globe Printing Co., Toronto, and appointed publisher of the Toronto Globe & Mail, succeeding the late George McCullagh in both offices (AA, Aug. 11). Mr. Kimber was assistant publisher of the Globe & Mail and a director of Globe Printing Co. In addition, he has been named acting publisher of the Toronto Telegram, of which Mr. McCullagh was owner and publisher.

KECA-TV Appoints Pollack

James S. Pollack, formerly television program manager for American Broadcasting Co.'s central division, has been named program director for KECA-TV, Los Angeles ABC affiliate.

Anti-Trust Is Still Involved in Merger of ABC-Paramount

WASHINGTON, Aug. 15—The staff of the Federal Communications Commission will apparently have an opportunity to probe deeper into recent anti-trust cases involving Paramount Pictures Inc.—provided their investigation can be done without a long delay in the completion of the hearings.

Replying to a request for "clarification" from Leo Resnick, hearing examiner, the commission said today it has no intention of preventing its staff from looking into alleged anti-trust activities of Paramount since Aug. 7, 1948.

It suggested, however, that Mr. Resnick should refuse to grant the month's delay that the commission attorneys are asking. The hearing, involving renewal of Paramount's TV licenses, and the proposed merger of United Para-

mount Theaters and ABC, was ordered over a year ago, and has been under way since February.

A very large percentage of the 13,000-page record was discarded recently when FCC ruled that the hearing examiner should ignore any testimony on anti-trust activities which took place prior to Aug. 7, 1948.

Following the commission ruling, Mr. Resnick asked for "clarification." He wanted to know whether additional anti-trust testimony on recent cases could be submitted by the FCC staff. He also asked whether Paramount's alleged efforts to suppress theater TV could be considered interference with the development of radio communications. FCC agreed to additional anti-trust testimony but it threw out the evidence on theater TV.

"A conspiracy to restrain radio broadcasting or any radio service by restraining the flow of advertising or programs to broad-

cast stations would be an activity directly involving radio communications," FCC said. "On the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have an indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications."

'Mail Order Business' Will Be Published In October

AA reported Aug. 11 that Rubin Goodman had decided to discontinue plans to publish *Mail Order Business*. Although Mr. Goodman has withdrawn as publisher of the magazine, and is no longer connected with it, the publication will appear in October in the format and contents originally announced.

Irvin Graham has been appointed editor-in-chief of the magazine. He is the author of four books on advertising, including "How to Sell Through Mail Order," published by McGraw-Hill Book Co.

Highlights of the Week's News

The Bureau of Labor Statistics comes out with figures that in 1950 the average American spent 6% more than he earned after taxes. A chart gives the breakdown for nine major cities . . . **Page 1**

CBS and its radio affiliates have agreed to nighttime rate cuts averaging 25% and a daytime rate increase . . . **Page 1**

Now you can smoke your politics. Rum & Maple Tobacco Corp. is distributing a red, white and blue packages of cigarettes with pictures of either presidential candidates to choose from . . . **Page 2**

The Ridder family—the three brothers and their eight sons—are on the move again. Last week they bought two Long Beach newspapers, only a few days after buying San Jose dailies and merging with WCCO in the Twin Cities. AA lists the Ridder interests on . . . **Page 2**

Television is not yet America's common heritage, according to the Federal Reserve Board. It finds that only one out of every ten low-income family owns a television set . . . **Page 3**

Doremus & Co., after looking over a survey by Brookings Institution for the New York Stock Exchange, advises brokers to start planning merchandising and aiming at the middle-income group . . . **Page 34**

The sun never sets on American magazines and a British adman expresses his admiration for the overseas circulation of American publications in an article in *The Recorder* . . . **Page 40**

Jess Abrams of Will Burgess & Co. offers space advertising as a solution to higher direct mail costs . . . **Page 52**

A merchandising plan by the *Los Angeles News*, involving 20 non-competitive manufacturers, will send Young Mother Hubbards to check Los Angeles housewives' cupboards . . . **Page 71**

American Metal Specialties Corp. ran its first consumer ad in *Life* last year for its *Amsco* toys and found it has increased its sales 35% since then . . . **Page 72**

REGULAR FEATURES

Advertising Market Place . . . 70	Magazine Ad Linage . . . 63
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"As I was saying, we're well-pleased with results from our advertising in the Des Moines Sunday Register."

That "well-pleased" expression could look mighty nice on you, too. Try *this* for size: a single medium . . . just one, the Des Moines Sunday Register . . . is your invitation into more than a half million of Iowa's best homes . . . takes you in to meet 67% of all its families, town and country.

And how results pile in with Des Moines Sunday Register's 50% to complete saturation in 83 of Iowa's 99 counties, 40% to 49% in 9 counties more and topping 21% in all others.

With the possible exception of deep-sea diving equipment, this all-of-Iowa market is wide open for your products with its city folks attending cities like Philadelphia, Boston or San Francisco—and its farm folks the wealthiest anywhere.

Just think how well-pleased you'll be with Des Moines Sunday Register results . . . and the milline rate is only \$1.84



PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES

ABC CIRCULATION March 31, 1952
Daily, 376,658—Sunday, 543,674



"This is the size we pack for the Growing Greensboro Market!"

Call it Southern hospitality or call it hunger—there's a whale of a lot of food sold in the Growing Greensboro Market! Nearly 700,000 people (1/6 of North Carolina's total population!) run up an annual food bill of \$635-million in the South's No. 1 state. . . .

The 12 counties of the Growing Greensboro Market account also for 1/5 of North Carolina's total retail sales, general merchandise sales, furniture, household and radio sales, and 1/6 of the automotive and drug sales! . . . Here's plenty of sales-potential in any department you may choose. . . . And the selling impact is done simply, surely—by the 100,000 daily salesmen of the GREENSBORO NEWS & RECORD.

Only medium with dominant coverage in the Greensboro 12-County ABC Market, with selling influence in over half of North Carolina!

SALES MANAGEMENT FIGURES

Greensboro
News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

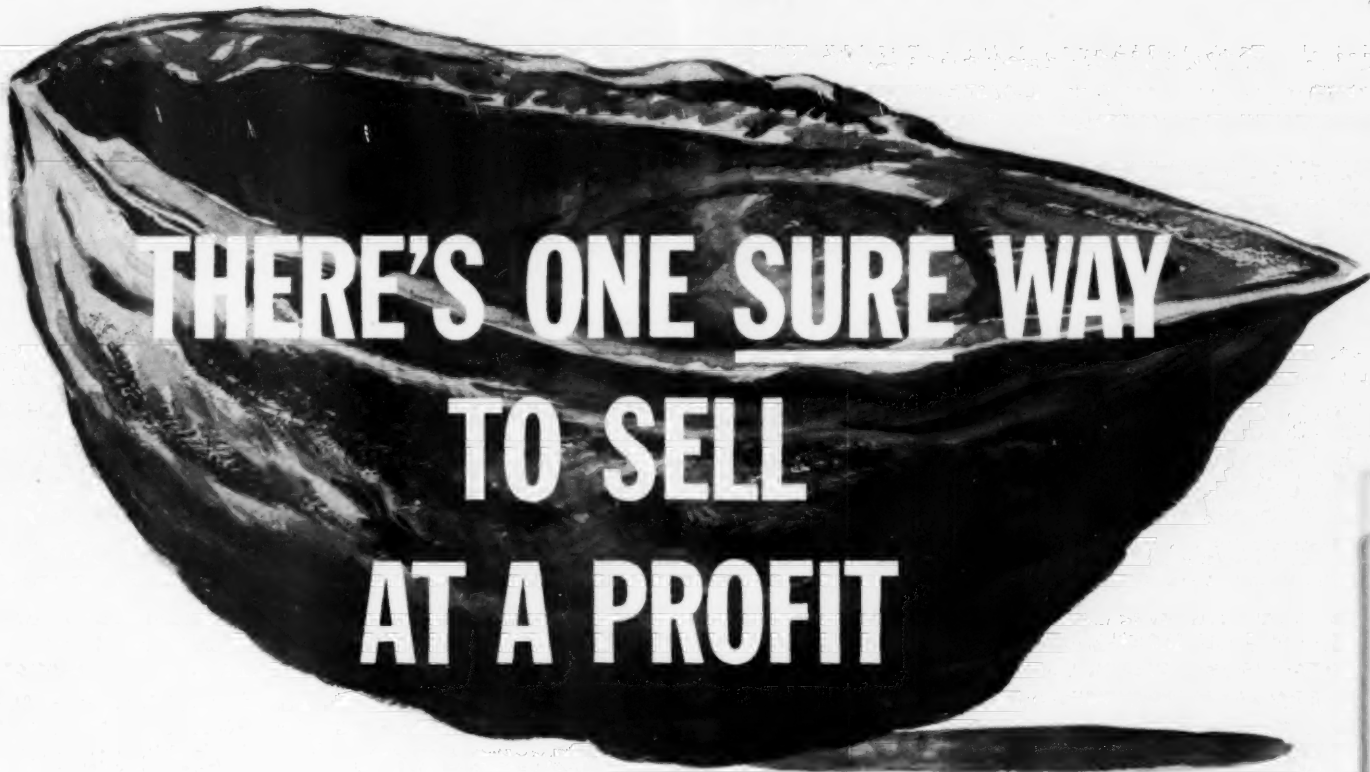


THE DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Represented by:

Scalero, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco



THERE'S ONE SURE WAY
TO SELL
AT A PROFIT

... SELL THE NEW YORK
Herald Tribune
QUALITY MARKET

That says it in a nutshell! The Herald Tribune Quality Market is an audience of best customers *only*... the top part of the New York market. They're families who are actively interested in *living better* and who can afford the things that mean *better living*—families to whom you can sell more goods, more often... and *more profitably!* They buy in tremendous quantity... at *all price levels*—class market that buys mass... FIVE BILLION DOLLARS BIG! Get all the facts... today!



INSURANCE POLICIES...
Herald Tribune families carry \$7,750,000,000 in life insurance of all types.



CHECKING ACCOUNTS...
Herald Tribune families have 525,000 checking accounts.



SAVINGS ACCOUNTS...
over 560,000 Herald Tribune families have one or more savings accounts.



INCOMES...
more than 395,000 Herald Tribune families have incomes of \$5,000.00 and up a year.

Austin Motors to HOBM

Austin Motors Co. Ltd. (England), New York, has appointed Hewitt, Ogilvy, Benson & Mather, New York, to handle advertising in the U. S., effective Sept. 1. J. M. Mathes Inc., New York, is the present agency.

Dow Jones Promotes Meyer

Donald J. Greene, formerly advertising and promotion manager of Mojud Hosiery Co., has joined Leon A. Friedman Advertising, New York, as production manager.

SPECIAL DIVIDEND DECLARED*

If you advertised last year in the RICHMOND (Calif.) INDEPENDENT . . . you probably have an Earned Merchandising Credit
*Why not find out? Contact Win Smith Advt. Mgr.

Borax Revives 'Death Valley Days,' But This Time It Will Be TV Show

(Continued from Page 3)
charge, the show ran continuously for 14½ years and its bugle call theme became as familiar a slogan for Twenty Mule Team Borax as "Ask the Man Who Owns One" became for Packard.

In 1930 the program's budget—time and talent—was about \$400,000 a year. By 1944, costs had increased about 60%. Mrs. McCann estimates that the filmed TV version will run three to four times higher. She says the budget for each 30-minute film will be at least twice that of most compar-

able television film fare.

Besides the superior quality of the films, the fact that all stories are authentic and shot on location contributes to the cost. For the first picture in the series, "How Death Valley Got Its Name," the agency flew in a company of about 50 people to Death Valley and trucked an entire wagon train, props, oxen, horses and burros 200 miles from Los Angeles.

The Borax people opened up Furnace Creek Inn, its celebrated winter resort, for the cast. Actors

had to work day and night, sometimes in temperatures as high as 147°.

Right now, eight films are ready and the rest of the initial 13-week series is in production. The schedule calls for three weeks' preparation and one week's shooting. Mrs. Ruth C. Woodman, who wrote the original radio scripts based on extensive research and interviews with Death Valley old-timers, is adapting them for the screenplay.

Flying A Pictures of Hollywood is the producer, with Armand Schaefer in charge. With the exception of The Old Ranger (actor Stanley Andrews), who serves as narrator, there is a new cast for each film. There are no stars be-

cause "the story is the star," Mrs. McCann points out.

Originally, the agency intended to film "Death Valley" in color because "color comes out in black and white better than black and white does," the agency v.p. feels. And the agency would be in the enviable position of moving right in on color TV when it arrived.

The color freeze canceled these plans and the agency decided to shoot the first 13 in b&w.

"When color comes in television, this is going to be perfect material," Mrs. McCann points out.

"Most Westerns are bang-bang stuff," she says graciously, not at all like a westerner (although her knowledge of Death Valley lore is prolific).

"Death Valley combines good stories, historical and scenic interest," she points out. "Could you ask for anything more? Since the other show ran 14½ years, I don't anticipate this will be taken off after 13 weeks."

Freedom Foundation Enlarges Its 1952 Award Program

The 1952 fourth annual Freedom Foundation awards program will offer awards for advertising campaigns, company employee publications, magazine articles and newspaper editorials "which help to bring about a better understanding of the American way of life." Other categories include cartoons, college campus programs, community programs, essays, 16mm motion pictures, photographs with captions, public addresses, radio programs, sermons, television programs and general.

In all, 649 awards will be offered, 240 of which will be in the form of cash and the George Washington Honor Medal. Any American is eligible to enter his own or his neighbor's work. Deadline is Nov. 11. Announcement of the awards will be made on George Washington's birthday at Valley Forge. Details of the program can be obtained from the foundation at Valley Forge, Pa.

WNU to Use Plastic Plates

Starting Sept. 1, Western Newspaper Union—WNU Features—Chicago, will switch from grooved stereotype plates to plastic printing plates. Simultaneously it will discontinue its production of features in 13-em column width. This is the first time that syndicated editorial features will have been produced and marketed in plastic form, according to WNU. All features will continue to be made available in mat form.

Harmon Elected President

Reuel D. Harmon has been named president of Webb Publishing Co., St. Paul. He was v.p. and treasurer and succeeds Horace C. Klein, who has been elected board chairman. Other new officers include Walfred E. Boberg, advertising manager of *The Farmer*, who succeeds Mr. Harmon, and Horace D. Klein, v.p. and secretary, who becomes director as well.

Wilson Bros. Elects Rohlf

Wilson Bros., Chicago men's furnishings manufacturer, has elected Wilbert H. Rohlf president. Previously v.p., secretary and treasurer of the Enro Shirt Co., a Wilson subsidiary, Mr. Rohlf succeeds Morris K. Wilson, who is retiring.

"Keep the top of the market sold"



TRES RICH AND INFLUENTIAL markets for quality goods are found in 47 great city trade areas. 80% of THE NEW YORKER'S U.S. circulation is concentrated in these rich areas . . . where 75% of all department store sales are made. THE NEW YORKER sells quality in quantity to the best customers of the best stores in these top markets.

THE NEW YORKER

No. 25 WEST 43RD STREET
NEW YORK 36, N. Y.

**SELLS QUALITY
IN QUANTITY**

**SET TYPE
AT YOUR OWN
DESK** *This easy
money-saving way!*

Business men everywhere use FOTOTYPE to beat high type costs. A sure, quick way of preparing copy for offset or any photographic reproduction. Anyone can do a professional job! A stenographer set this entire ad! Send for free catalog, over 100 styles.

FOTOTYPE
REPRODUCTION

1415 ROSCOE ST. CHICAGO 13, ILL.

IN THE FIRST 6 MONTHS OF 1952
THE CHICAGO DAILY NEWS WAS...

Again

... in RETAIL ... in GENERAL ... in TOTAL
GROCERY ADVERTISING
WITH
1,735,418 LINES

SOURCE: Media Records, Inc.

Liquor linage omitted



*The Till
Tells the Tale!*

This was 43.1% of all grocery advertising placed in Chicago daily newspapers. However, this is nothing new. National food manufacturers and retail grocers year after year, as far back as the records go, place the preponderance of their food advertising in the Chicago Daily News.

THE CHICAGO DAILY NEWS PUBLISHES MORE GROCERY
ADVERTISING THAN ANY OTHER CHICAGO PAPER
MORNING ... EVENING OR SUNDAY

CHICAGO DAILY NEWS

JOHN S. KNIGHT, Publisher

DAILY NEWS PLAZA: CHICAGO

NEW YORK OFFICE:
9 Rockefeller Plaza

LOS ANGELES OFFICE:
Story, Brooks & Finley, Inc.
1651 Cosmo Street

MIAMI BEACH OFFICE:
Hal Winter Co.
9049 Emerson Ave.

SAN FRANCISCO OFFICE:
Story, Brooks & Finley
703 Market Street

DETROIT OFFICE:
Free Press Building

CBS & Radio Affiliates Debate Rates; Plan Reduction of Nighttime Tariff

(Continued from Page 1)
to all appearances, has adopted a wait-and-see attitude, convinced that CBS would make the first move. Once that had taken place,

it was expected that the NBC affiliates would be convinced that a cut was necessary to meet the competition.

■ This week NBC executives were carefully scrutinizing the Columbia adjustment plan, as well as restudying proposals of their own. An announcement clarifying the NBC position may be forthcoming in a couple of weeks.

ABC, which has already exchanged views with the members of its affiliates committee on the Columbia proposal, let it be known that the network is "prepared to be competitive." Officials of the network would not say what these preparations were or when they would be put into effect.

A spokesman for Mutual said the whole situation was under

study, but he pointed out that MBS's business is on the upgrade, and its rates are already the lowest of any of the major networks. But another source at the network gave the impression that "if everybody else cuts, we'll have to go along."

■ The plan agreed upon by CBS and its affiliates calls for "additional discounts by the network resulting in average cost reduction to advertisers of 25% for nighttime programs." Thus, the network obtained the rate cut, which some advertisers reportedly had already been promised, while technically the stations were not forced to give in on the point that the card rate should not be reduced. (The first point of the affiliates' alternate proposal was the proviso: "No cut in card rates for at least one year.") The maximum discount can be earned only on a 52-week basis.

The nighttime reduction is to be effective for seven days a week, but the daytime raise will not apply to Saturday and Sunday.

Other provisions of the plan:

1. "Restoration of the 10% cut by an 11.11% increase in daytime rates, with the affiliate receiving a 5.5% increase in compensation for daytime programs."
2. "A 15% cut in station payments to all CBS affiliates."
3. "De-emphasis of ratings as a principal selling tool of network radio and active participation in, and underwriting of, a study of the present day status of radio listening and radio sales effectiveness."
4. "No more rate cut deals."

■ Commenting on the move, Mr. Fetzer said:

"These changes re-balance the night and day values of the radio medium. They will also simplify the cost structure for network advertisers."

"Under the proposed plan, revised discounts will permit most nighttime advertisers to enjoy cost reductions averaging about 25%. Daytime charges for Monday through Friday advertisers will be increased in most cases about 5%.

NETWORK TV RATES STARTING TO CLIMB

NEW YORK, Aug. 15—Sponsors may as well start steeling themselves for another round of network television rate increases. Announcements of time cost hikes by individual stations already are coming into the networks.

In addition, work sheets in the contract departments of the networks show anticipated adjustments for a much larger group of stations.

Many people are convinced that the network radio rate reductions—faced by many broadcasters who own TV stations—will speed the rise of the video cost curve, which always goes up at this time of year.

Among the basic Class A hourly rate changes penciled in recently by CBS-TV:

Effective Aug. 1—WBTV, Charlotte, from \$500 to \$700; KEYL-TV, San Antonio, from \$400 to \$500.

Effective Sept. 1—WBKB, Chicago, from \$2,000 to \$2,350; WHAS-TV, Louisville, from \$600 to \$725; KPRC-TV, Houston, from \$600 to \$700; KING-TV, Seattle, from \$650 to \$725.

■ Effective Sept. 15—WMCB, Memphis, from \$625 to \$675; WJAR-TV, Providence, from \$800 to \$850, and WSPD-TV, Toledo, from \$725 to \$775.

Since several of the above stations carry the programs of more than one network, many of these changes will also affect the cost of time on ABC-TV, DuMont and NBC-TV. The rising spiral is expected to be further boosted by increases by the network's owned-and-operated stations.

Other network rate changes already announced by stations: WSM-TV, Nashville, from \$375 to \$450, and WAVE-TV, Louisville, from \$575 to \$650.

Increases are also anticipated soon for KOB-TV, Albuquerque (up \$50); WLTV, Atlanta (up \$75); WAAM, Baltimore (several hundred dollars up); WNBK, Cleveland (up \$75 to equal WEW's rate of \$1,500); WTVN, Columbus (up \$50); WSAZ-TV, Huntington (up \$50).

Minneapolis, St. Paul, Washington, Dayton, Fort Worth and Dallas also are said to be planning rate increases in the not too distant future.

Appoints Henry Curry

Henry J. Curry, formerly director of subscription sales for Hearst Magazines Inc. and director of book sales for Periodical Publishers Service Bureau Inc., has joined Martin Publishers Service Inc., New York.

Fawcett Names Christensen

Art Christensen, with Macfadden Publications for the past 10 years, has joined the sales staff of True Confessions and Motion Picture, both Fawcett publications.

INDIANAPOLIS...THE HAPPY SELLING GROUND

GALLOPING! RETAIL SALES

SATURATION
COVERAGE

EXPANDING
INDUSTRY

HIGHER
CONSUMER
INCOMES



Hoosier Hank

▶ **RETAIL SALES UP 300%** since 1940 in this growing industrial market!

▶ **\$627,000,000** spent on retail goods alone last year!

▶ **MANUFACTURERS' PAYROLL UP** over 700% since 1940.

▶ **\$6,431** average effective buying income per family...

▶ **42%** above the national average...

And this profit proven market is fully covered by Indiana's two largest daily newspapers, The Indianapolis Star and The Indianapolis News. The Star and The News not only give you saturation coverage of this rich metropolitan area, but an effective bonus coverage of the 44 surrounding counties... at the lowest possible cost.

Write for market data today, and get your share of nearly 2 billion dollars in spendable income!

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



for
PHOTO-MOUNTING, SCRAP BOOKS, ADVERTISING LAYOUTS,
ENGINEERING DRAWINGS, AND IN ARTS AND CRAFTS WORK
Excess Cement Removed by Rubbing
With The Fingers

BEST-TEST PAPER CEMENT
A Best Adhesive

size for every purpose.

Sold by art, stationery and photo dealers

NO WHINING, CURDLING, SHREDDING

MAKES PASTING A PLEASURE

If you sold electric hoists would you call here?



A BARREN FIELD like this one wouldn't get a second glance from any one of your salesmen . . . but the field disappeared just three years ago. *Today* a metalworking giant has grown on this spot . . . a flourishing outlet for your products . . . the modern plant shown below. Here is one of hundreds of new metalworking plants that didn't exist 5 . . . 3 . . . even 2 years ago. These represent a whole *new market* added to the world's biggest industry. It's a fast-growing market that offers you a tremendous opportunity. STEEL Magazine—through its continuing census of Metalworking plants and controlled distribution—enables you to direct your advertising to this new market *as it grows*. Ask the man from STEEL to show you how STEEL matches its circulation to the growth of your metalworking market.



New Lancaster, Ohio, plant of Diamond Power Specialty Corp.

The magazine of the men who
manage, operate and buy for the
Metalworking industry . . .



STEEL • Penton Building • Cleveland 13, Ohio

FOR THE BEST WESTERN FARM MARKET COVERAGE USE THE CROW TRIO

▲ The CROW TRIO offers the best and most versatile farm coverage ever offered. BEST because through the CROW TRIO you reach top income farmers of the West's major farm markets—most versatile because there are no restrictions on subject or size of copy or months of insertion.

▲ The CROW TRIO, made up of FARM MANAGEMENT, WESTERN DAIRY JOURNAL and WESTERN LIVESTOCK JOURNAL, also offers an economical buy for small as well as large space advertisers. Before you plan your 1953 advertising campaign, be sure to investigate the CROW TRIO.

For complete information, call or write one of the following:

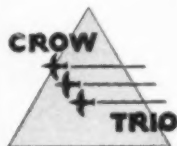
Herman C. Schimpff, Advertising Manager, Crow Publications, Los Angeles 58, California

IN THE EAST

Peck & Billingslea, Chicago, Billingslea & Ficke, New York

IN THE WEST

McDonald-Thompson Company — San Francisco, Los Angeles, Seattle, Dallas and Denver



Brown Joins Diamond-Barnett

Emerson Brown, formerly assistant to the president of Francis H. Leggett & Co., New York maker and distributor of packaged foods, and most recently national chief of food distribution of the Office of Price Stabilization, has been elected a v.p. in charge of the food division of Diamond-Barnett, New York.

Frank-Gold Agency Bows

Frank-Gold Agency has been formed at 1139 S. Beverly Dr., Los Angeles 33. Principals are Don Frank, formerly publicity director of the Los Angeles United Jewish Welfare Fund campaigns and Mike Gold, previously president of Manson-Gold-Miller, Minneapolis agency.

Gardner Appoints Miller

Gardner Advertising Co., St. Louis, has named J. Robert Miller, previously professor of marketing and advertising at Texas Agriculture & Mining College, assistant to the director of research.

Coming Conventions

- *Indicates first listing in this column.
- Sept. 7-8. New York State Publishers Assn., annual meeting, Whiteface Inn, Lake Placid.
 - Sept. 7-10. Assn. of Railroad Advertising Managers, Banff Springs Hotel, Banff, Alberta, Can.
 - Sept. 11-13. Newspaper Advertising Managers Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal, Que.
 - Sept. 12-13. Advertising Federation of America, District 7, Thomas Jefferson Hotel, Birmingham, Ala.
 - Sept. 23-Oct. 1. Assn. of National Advertisers, fall meeting, Hotel Plaza, New York.
 - Oct. 2-4. Advertising Typographers Assn. of America, 26th annual meeting, Grover Park Inn, Asheville, N. C.
 - Oct. 3-4. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.
 - Oct. 4-7. Mail Advertising Service Assn., International, annual convention, Shoreham Hotel, Washington, D. C.
 - Oct. 5-8. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.
 - Oct. 8-10. Direct Mail Advertising Assn., 35th annual conference, Shoreham Hotel, Washington, D. C.
 - Oct. 10-11. Oregon Newspaper Publishers Assn. Admanagers, fall meeting, Heathman Hotel, Portland, Ore.
 - Oct. 12-15. Pacific Council, American Assn. of Advertising Agencies, annual convention, Arrowhead Springs Hotel, San Bernardino, Cal.
 - Oct. 13-14. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.
 - Oct. 13-16. Printing Industry of America, 66th annual convention, Chase Hotel, St. Louis.
 - Oct. 19-22. Western Classified Advertising Assn., Mission Inn, Riverside, Cal.
 - Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.
 - Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.
 - Oct. 20-23. Financial Public Relations Assn., annual convention, Hotel del Coronado, Coronado, Cal.
 - Oct. 23-29. Screen Process Printing Assn., International, 4th annual convention and exposition, Hotel Sherman, Chicago.
 - *Nov. 16-18. National Newspaper Promotion Assn., central region meeting, Deshler-Wallick Hotel, Columbus, O.
 - Nov. 20-22. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.
 - Dec. 7-11. Outdoor Advertising Assn. of America, 53th annual convention, Conrad Hilton Hotel, Chicago.
 - Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.



Success Story with a Southern Accent

THOSE delicious FFV Cookies that have taken Philadelphia by storm are made by Southern Biscuit Company, of Richmond, Virginia.

To get distribution in this area, Southern Biscuit appointed Walter A. Bonvie distributor; and he did a whale of a job. To move cookies off the shelves fast—Southern Biscuit bought a broad-base TV advertising program for children in this entire section. The program: "Cartoon Party"—a 15-minute drawing-and-story show starring Pauline Comanor at 11 AM each Saturday. The medium: WPTZ, of course—Philadelphia's food station.

The results—well, read from Mr. Bonvie's letter:

"This is the only advertising we are using in this market. It has more than justified our belief that the right show and the right station—CARTOON PARTY on WPTZ—would do the job for us in Philadelphia.

Sales of FFV Cookies have increased over thirty-three percent during the first month of our sponsoring this program. The second month's figures indicate that this increase will go even higher. WPTZ has really done a job for us!"

To discuss what WPTZ might do for your product, phone us at LOcust 4-5500, or call your nearest NBC Spot Sales representative.

IN PHILADELPHIA, PEOPLE WATCH WPTZ
MORE THAN ANY OTHER TV STATION*

*Per ARB for entire year 1951.

WPTZ — Philadelphia

1600 Architects Building, Philadelphia 3, Pennsylvania



B&B Shifts Four Execs

Henry O. Pattison Jr. and Charles Pooler have been elected senior v.p.s of Benton & Bowles, New York. Mr. Pattison is plans board chairman and in charge of the entire creative staff and related areas in copy, art, radio and TV commercials. Mr. Pooler, as marketing director, supervises media and research and special studies and activities in the management area. Elected to the board of directors are Mr. Pooler, E. Esty Stowell and Walter Craig, all v.p.s.

Promotes George Hartner

George W. Hartner has been promoted to advertising and publicity director of National Electric Products Corp., Pittsburgh. He has been advertising and sales promotion manager since 1946. He will have charge of advertising for both the electrical roughing-in lines and the television department.

Kroehler Appoints Wagner

John C. Wagner, formerly v.p. in charge of home furnishings for Montgomery Ward & Co., has been appointed merchandising manager of Kroehler Mfg. Co., Naperville, Ill. He succeeds Clyde Gubler, who has been promoted to sales manager of the upholstered division.

JWT Names Gleysteen

Theodore C. Gleysteen, formerly with Ward Wheelock Co., has joined J. Walter Thompson Co., New York, as a copy group head.

BSF&D Promotes Longyear

Donald Longyear has been promoted to an account executive by Brooke, Smith, French & Dorrance, Detroit and New York agency.



The New York Times

announces the appointment effective September 1 of

The Sawyer-Ferguson-Walker Company

as national advertising representatives in Detroit
serving Michigan, Northern Ohio, and Western Pennsylvania
with offices in the Guardian Building, Detroit

Theodore F. Etter, Charles Miller, and Kay Stich,
of The New York Times advertising sales staff in Detroit,
have joined the Detroit organization of Sawyer-Ferguson-Walker.

The Sawyer-Ferguson-Walker Company will continue
to represent The New York Times in the eleven Western states,
with offices in Los Angeles and San Francisco. The New York Times
continues its own advertising offices in Chicago and Boston.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

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15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.



—This Week Magazine
"Really, Miss LaSalle I'll thank you to hang your jacket in the locker room."

The Problems of Government Advertising

Brig. Gen. C. O. Niergarth, chief of military personnel procurement, is in charge of the Army-Air Force recruiting campaign and the advertising that goes along with it.

Discussing the problems recently with agencies which have been asked to solicit the \$1,000,000 account, Gen. Niergarth commented that the budget can scarcely be considered lavish for the job in hand, but that congressional hostility to recruiting ads is "amazing." It is not up to the Defense Department alone to "straighten Congress out," he said.

Of course he's right. In fact, the general has put his finger on one of the most difficult problems facing the advertising business. To some extent, hostility to recruiting ads and any other kind of direct government advertising is due to the fact that members of Congress inherently seem to feel that anything the government wants ought to be supplied free, in the realm of publicity and advertising.

But a great deal of the "hostility" in Congress to the recruiting campaign can be traced directly to the pressure which has been put on Congress by advertising interests themselves. Since the Army-Air Force recruiting campaign is the only government advertising which has been running recently, it has been the target for every local advertising medium which doesn't happen to think that the media list being used is a good one. So congressmen are constantly being needled by constituents who can't understand why their newspaper or magazine or radio station isn't getting its share of the swag.

Under this kind of pressure, it is easy to understand why hostility to the whole program seems to increase, rather than to disappear.

And then, of course, there is the fact that every congressman, like every business man, is automatically an expert on advertising and entitled to second-guess the experts. If the radio crooner or the artist who illustrates the ads does not happen to appeal to Congressman A or his sons or nephews, then obviously the whole program is a waste of money. And since the money is being "wasted" in a manner which does not seem to benefit the congressman or his constituents directly, it is not just waste; it is inexcusable waste.

Don't Overlay Stock Ownership

One of the conventional standbys of public relations copy is the reference to the millions of Americans who own stock in American business and who therefore are supposed to think like management.

That this argument cannot be relied upon to be too effective is demonstrated by an analysis just completed by Doremus & Co. of a Brookings Institution study of share ownership in the U. S. While stock ownership is indeed widespread, the Doremus analysis indicates that it is nowhere near as widespread as some would like to believe, and that there are peculiar patterns which might provide pitfalls for the unwary advertiser.

Doremus says 6,500,000 people (as against previous estimates of as high as 16,000,000) own stocks. This adds up to one in 16 adults, and about one family in ten. Furthermore, 24% of all stocks are held in New York, with another 10% in California, and another 20% in Pennsylvania, Massachusetts and Illinois. Twenty-five per cent of all stocks are owned by institutions, and 12% by trusts, joint accounts, etc., which at least imply important financial interests.

The point is that, even though stocks are more widely held in the U. S. now than ever before, they are still not widely enough held—and in important enough quantities—to make important segments of the mass of the population think like stockholders. So don't assume that stockholder is a magic word which will automatically create sympathetic attention from the masses.

What They're Saying

Tall Leaders Needed

Just as the old-time high pressure salesman is a thing of the past, so is the conception of the "hard-headed business man" who knows nothing but business. Today we need to be informed on a great many things. Our country needs the practical skills and the particular abilities possessed by the leaders of business, and the time has come when we must learn to think in global terms. The younger men of our companies are looking to us—and rightly so—for guidance and an example. We need leaders tall enough to see over "imaginary boundaries"—men who keep themselves well informed on the affairs of the world—so they will not be strangers in the global world of tomorrow for which they will produce, to which they will sell, and in which they must carry a tremendous influence.

—John H. Kraft, chairman, Kraft Foods Co., at a meeting of Kraft executives.

In Defense of Fuzziness

Not long ago a favorite writer of mine came out with an appeal for "less fuzziness in research" in which he remarked that "anything that can be done to make research more exact is of tremendous service to advertising."

I mildly dissent. My own feeling is that research, in order to be research, has got to tolerate and even welcome a certain amount of fuzziness, and that it never has been, never will be, and doesn't want to be, an exact science.

Research starts with fuzziness and its fuzzy stage is the most important. When the fuzz turns to whiskers it isn't research any more.

When Thomas Edison twisted up that funny little piece of carbon, shot electricity through it and made it glow, it was awful fuzzy research but it was original research and as such, more important than all the highly organized and exact research that Con Edison and a million others have done ever since.

Original research, which is the only research worth the name, is exploring the unknown, and no one has yet found the way to

chart an exact course into unknown territory.

When research quits bumping over back roads and burrowing through brambles, and gets itself a nice flat macadam road and pneumatic tires to ride on, it has passed out of the research stage and into the realms of production and exploitation.

Then and only then can it cease to be fuzzy and begin to be exact.

When the idea has been hatched, or the new thing discovered, there is always an army of graduate engineers who can take it from there, whip it into shape, put it on the production line, and through the application of exact procedures, make it pay.

While the fellow who hatched the idea will usually go back to his domain of fuzziness to start hatching another, or to resume his challenging and tantalizing explorations of back roads and byways that have never been explored before.

—R. O. Eastman, The Eastman Research Organization, New York.

Help Schools Help You

School is out, now, but here's something you can put in your follow-up file for September.

Caterpillar Tractor Co. of Peoria, Ill., enrolls many trainees and apprentices each year, and is understandably interested in young men who can write understandable English and do arithmetic accurately. The company decided it could do a good community relations job and, incidentally, help itself by helping teachers sell the value of these subjects to high school students.

Caterpillar's education director, Clyde L. Schwyhart, placed ads in high school papers, using the theme, "The man who knows gets ahead." Copy in the ads went as follows: "Put yourself in the shoes of the man behind the employer's desk. You have two applicants for one job. Both have good personalities, neat appearance and similar backgrounds—but the records show that one has done an average to poor job in his school work—the other has applied himself. Who gets the job? You judge!"

—The Long View, issued by The W. E. Long Co., Chicago.

Rough Proofs

Gladys the beautiful receptionist says she sees the brewers are all saying that their beer is very dry, and this ought to make a big hit with the Anti-Saloon League.

Beginning next January, Woolworth will again offer magazines to its customers, and won't be a bit surprised if *Today's Family* turns out to be that million-dollar baby.

Get-out-the-vote promoters realize that many of the folks who scream the loudest each March 15 are seldom heard from on the first Tuesday after the first Monday in November.

"Writers' guild and TV producers can't agree on contract," the headline says.

Union negotiators know the best way to lose their jobs is to agree too early.

Idaho is trying to raise a fund for advertising the state's tourist attractions, as it has been decided not to rely entirely on the successful public relations of the Idaho potato.

"Informative advertising assures reader interest," reports McGraw-Hill.

Then what are all those beautiful bathing girls doing in the industrial ads?

"Canton families," remarks the *Repository*, "use up to 38.7% more detergents and soap."

It's not because people and clothes are dirtier in Canton, but only because the water is harder.

"Radio rate-cutting doesn't make sense," editorializes the world's greatest advertising journal.

But it does keep the time buyers on their toes.

"Servel will pay \$1 a day to consumers who try out its refrigerator," the story says.

And the customers who buy it will still want to see it packed with juicy beefsteaks or other toothsome groceries free gratis for nothing.

"This publication," the ad says, "operates when no other media is in evidence."

This medium, that is, are there alone.

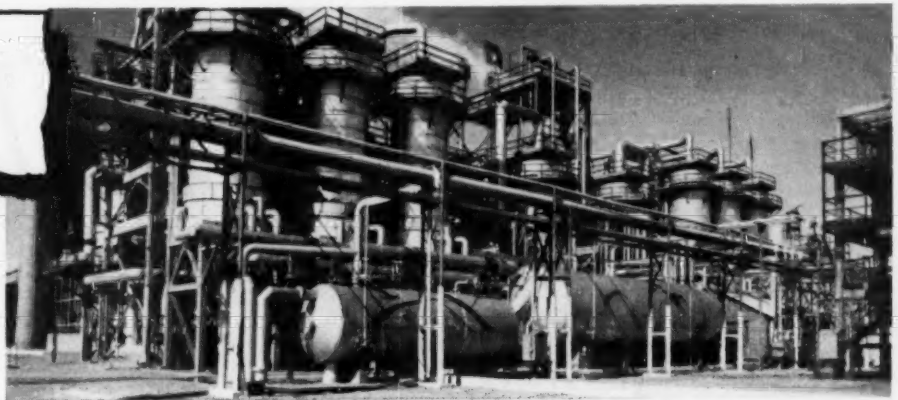
Advertisers' difficulties with their media chores, the *Old Professor* reports, are due entirely to the fact that Latin is no longer a required subject in high school.

There's good news tonight! Mutual Broadcasting System has just renewed the contract of Gabriel Heatter for five more years.

COPY CLUB

OIL EXPANDS—

Today the Delaware Valley is second only to Texas in oil refining . . . despite its operations within a stretch of 15 miles as compared to Texas' 300 miles of installations. Future plans indicate the Valley is heading straight toward *number one* spot in refining.



SUN OIL INSTALLATION AT MARCUS HOOK

IN THE DELAWARE VALLEY, U.S.A. ... the Greater Philadelphia Market

THE WORLD'S GREATEST INDUSTRIAL AREA attracts new and expanding refineries like a magnet. A new \$40 million unit for Atlantic. New installations for Texas, Sinclair, Sun, Gulf increasing capacity 70% . . . Socony expanding 50%. It's all part of industry's current \$1½ billion expansion investment in the Delaware Valley, where public construction worth \$500 million is in the works, too.



WHERE THE FIRST NEWSPAPER IS *STILL* EXPANDING!

THE INQUIRER, chief constructive force in the Delaware Valley, functions as a moving spirit behind Valley progress. Encouraging regional expansion has always been a prime goal with **THE INQUIRER**, which serves the entire Delaware Valley from its heart in Philadelphia. Such all-round leadership long since established **THE INQUIRER** as the Delaware Valley's first newspaper.



Now in its 19th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Constructively Serving
The World's Greatest Industrial Area

Exclusive Advertising Representatives: **ROBERT T. DEVLIN, JR.**, Empire State Bldg., N.Y.C., Longacre 5-5232; **EDWARD J. LYNCH**, 20 N. Wacker Drive, Chicago, Andover 3-6270; **GEORGE S. DIX**, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: **FITZPATRICK & CHAMBERLIN**, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259

tale of two

Observe the rooftop on the left.

It marks a *television* home, of which the U.S. now contains some 17,100,000 — each one located somewhere within range of a television station.

Represents quite an advertising market, doesn't it?

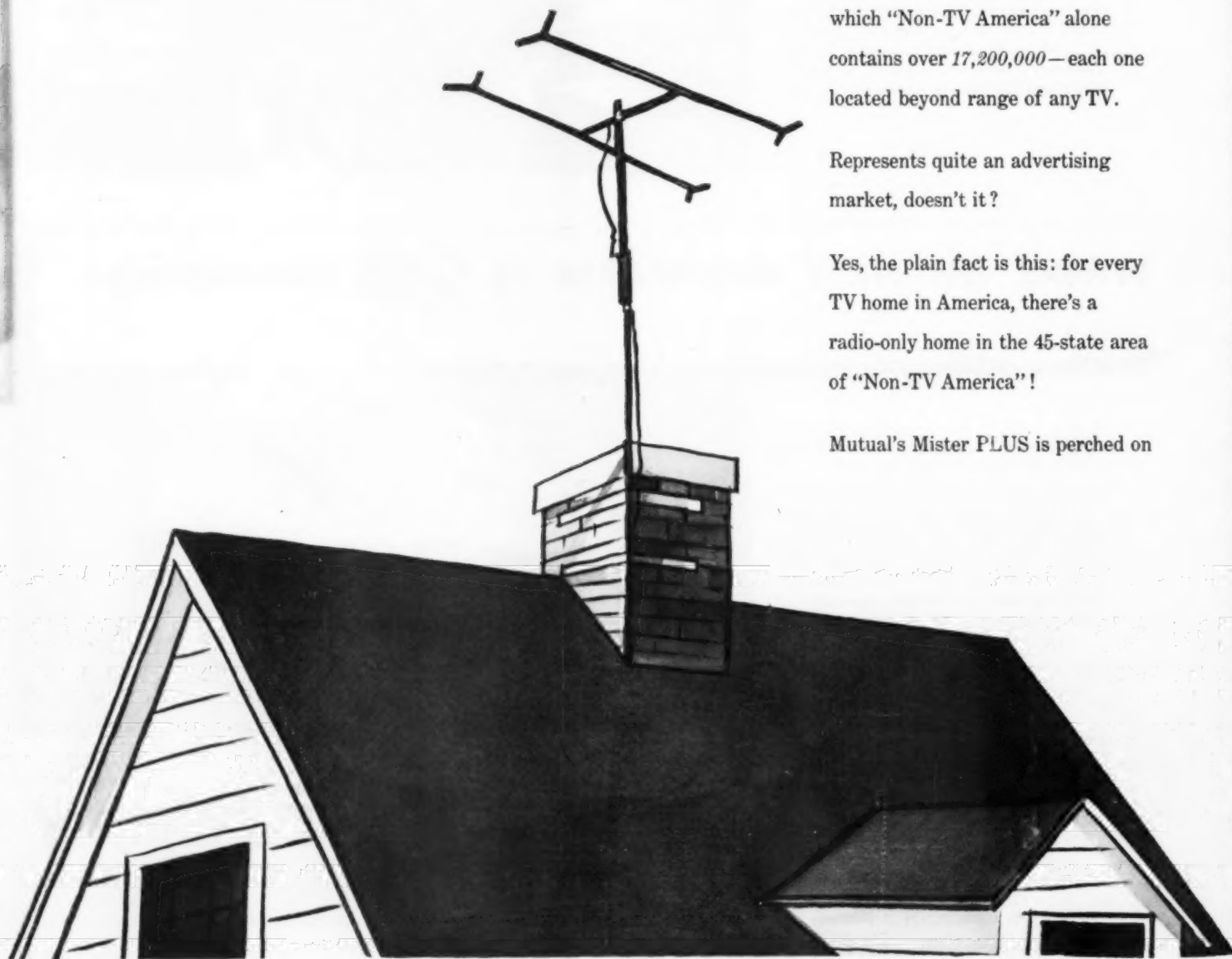
Look now at the rooftop on the right.

This marks a *radio-only* home, of which "Non-TV America" alone contains over 17,200,000 — each one located beyond range of any TV.

Represents quite an advertising market, doesn't it?

Yes, the plain fact is this: for every TV home in America, there's a radio-only home in the 45-state area of "Non-TV America"!

Mutual's Mister PLUS is perched on



rooftops...

the righthand rooftop for a very simple reason. An independent, 1,000,000-interview research into actual listening throughout "Non-TV America" (Feb.-Mar., '52) proves that Mutual dominates this entire market by 2 to 1 over any other network.

What's more, Mister PLUS earns this rooftop perch for his clients by another simple fact: Mutual serves "Non-TV America" with more stations than the three other networks combined.

No wonder Mutual offers the Number One route to "Non-TV America"... as well as the lowest-cost route to all America.

Compare audiences...
compare networks...
and consult
Mister PLUS...

1440 Broadway, New York 18



the
MUTUAL
network
of 560 affiliates

—416 FOR "NON-TV AMERICA" ALONE

Media men know:

The proof of the pulling is in the repeating!

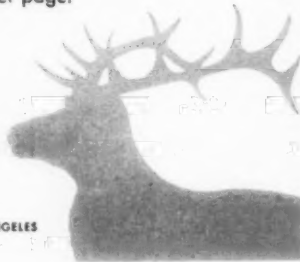


There's no surer proof of a magazine's pulling power than its repeat advertisers. And if they're mail order advertisers, so much the better, because they never guess about results — they know.

This is the kind of proof we'll show you for The Elks Magazine . . . circulation: 1,018,000 . . . rate per thousand: \$2.15 per page.

THE
Elks
MAGAZINE

NEW YORK • CHICAGO • DETROIT • LOS ANGELES



National Debut of Anela Nail Polish Made in 'Bazaar'

CHICAGO, Aug. 12—A full page in the current *Harper's Bazaar* marks the first appearance of Anela fingernail polish in a national ad.

Anela Co. here said the ad opens a national drive for its product, which is a little more than a year old. The company also announced that it is planning to release several new cosmetic preparations under the Anela label this fall.

Anela advertising—handled by Ross Roy Inc.—started one year ago with an 80-line ad in a Chicago newspaper. Its distribution was then limited to one outlet.

Anela—which is designed to "strengthen, lengthen and beautify fingernails"—expanded city by city. Today it is available at retail stores in every major city in 40 states. The product was built up primarily through newspaper space and Anela will continue this program, along with insertions in fashion magazines.

Reinosa Joins Robert Otto

Oscar Reinosa has joined the staff of Robert Otto & Co., New York, as an account executive and Latin American market specialist. Mr. Reinosa formerly was with the Latin American offices of Grant Advertising Inc. and Colgate-Palmolive-Peet Co.

FC&B Boosts McDonnell, Wolf

Thomas M. McDonnell, director of radio and TV production at Foote, Cone & Belding, New York, has been promoted to director of program development. George Wolf, manager of radio-TV programs, has been advanced to succeed Mr. McDonnell.

Getting Personal

In charge of the statewide advertising for the Republican state central committee, a new account at Watts, Payne Advertising, Tulsa, is **Benton Ferguson**, who happens to be the grandson of the last full term Republican governor (Territorial) that Oklahoma had . . . Another political worker is **William Adamson**, senior partner of Adamson & Buchman Associates, Salt Lake City. He's been named campaign manager for Utah's Gov. J. Bracken Lee, who is seeking reelection. . .

Harold L. McClinton, president of Calkins & Holden, Carlock, McClinton & Smith, New York, has been appointed chairman of the public relations committee of the National Travelers Aid Assn. The appointment carries with it membership on the board of directors and executive committee. . .

Extensive repairs are going on at the home of **William Z. Burkhardt**, president of Stockton-West-Burkhart, Cincinnati. Sparks from an incinerator ignited the roof, causing \$2,500 damage . . . Planning a fall wedding are **Franklin E. Penn**, assistant to the president of Minute Maid Corp., and June M. Craver, of Waterbury, Conn. . .

Gardner and Fleur Cowles (Cowles Magazines) have bought the house and 30 acres (including swimming pool and a lake) of the Anthony Drexel Duke estate in Weston, Conn. . . **Dr. Gabriel S. Hauge**, a member of *Business Week's* board of editors, is on leave of absence to serve as research consultant on Gen. Eisenhower's campaign staff. . .



SEA-GOING ADCLUB OFFICERS—Three officers of the Hollywood Advertising Club pictured while on an indoctrination cruise with the Navy in Puget Sound: Robert Coleson, West Coast director, Advertising Council, treasurer; Robert McAndrews, KBIG, Catalina, immediate past president and director; Jim Morgan, radio-television director, Raymond R. Morgan Co., Hollywood, recently installed president.

Want to try guessing how **Wallie Kurz**, gen. ad mgr. of the Chicago Tribune, broke his arm? The answer is ice skating, during that horrible hot spell, at the Broadmoor in Colorado Springs, where the Kurz family was vacationing. . .

Among the waiters at the July 26 Boston CofC outdoor Boston bean supper for service men and women was **Harvey Struthers**, general manager of WEEL. Witnesses say Harvey handled four tables with unexpected dispatch. . .

Something new for the Fifth District of the Advertising Federation is a golf tournament set for Aug. 29 at the Cloverbrook Country Club, Cincinnati, and scheduled to be an annual event. The Fifth District embraces four states and has 3,000 members, so it looks like a whale of a golf game. Governor is **William T. Owens**, public relations director of The Girdler Corp. and Tube Turns, Louisville, and general chairman of the tournament is **Harry Ewry**, sales manager of J. W. Ford Co., Cincinnati. . .

W. C. Swartley, station manager of WBZ-WBZ-TV, Boston, is dividing his three-week vacation between North Conway, N.H., and Nantucket Island. . . July 26 was the wedding day of **A. McKie Donnon**, v.p. at Brisacher, Wheeler & Staff, and Mary Hahlbeck, fashion editor of the *San Francisco Call-Bulletin*. . .

Edgar Waite, one-time v.p. of Braun & Co., Los Angeles p.r. firm, is back in San Francisco and his own p.r. company after five months in Washington, D. C., where he worked on a p.r. job for the City Transit Systems of San Diego, which proposed to lease the municipally-owned bus and street car service. . .

Now looking for a publisher—with two interested—is **Ted Pittenger**, copywriter for Young & Rubicam in Hollywood, who has just completed his first novel, "A River in the Moonlight." . .

Another title has been acquired by **James D. Shouse**, Crosley Broadcasting and Avco Mfg. executive who previously possessed only the titles of board chairman, v.p. and doctor of letters. Governor Wetherby of Kentucky has named the Cincinnati to his personal staff in recognition of "his contribution to his native state." Presentation was made by **Robert E. Dunville**, WLW president, who also is a Kentucky colonel. . .

"**Red**" **Motley**, publisher of *Parade*, recovered from his recent illness, has been elected a director of the Chamber of Commerce of the United States. . .

Back from his annual trip abroad, **John Sarasohn** of Simons-Michelson, Detroit agency, had a hair-raising story to tell about being trapped in a millrace while rowing around the lake in Lucerne in a one-man boat. Discovering the trap, he steered for the bank and clung to the concrete support of an overhanging balcony—whereupon the boat overturned. A rope was lowered and rescuers hauled him up to safety. The payoff came when the man who pulled Sarasohn out of the water refused a reward, but insisted on a guarantee of two francs for driving him back to his hotel. . .

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

Which state does this family live in?



If you were to drive down Fourteenth Street and stop at Number 703 (it's a white stucco house in the Spanish style) . . .

If you were to get out of your car and walk into the backyard (the tree at the right in the photograph is an avocado) . . .

If you were to spend a few hours with the Petersons (they're outdoors a lot, and the yard is their favorite place for meals) . . .

If you were to do all these things, you would know exactly where you were. For everything about the place says "California."

Once inside their house, though, you'd forget about geography. You would find the Petersons a lot like other above-average families. They're interesting to talk with. They live well. They're

keen magazine readers. And you'd find The Saturday Evening Post at the top of the pile on the living-room table.

For the Petersons spend the most time with the Post and pick it up most often. Mr. and Mrs. Peterson have read it regularly for more than twenty years. And it has won the family's confidence to a degree that no other publication even approaches.

This devotion to the Post is characteristic of its readers. And there are millions of them. Altogether they make up the most important market in America. To reach them, U. S. business places more advertising linage in the Post than in any other magazine.

It gets to the heart of America.



19-year-old Tom Peterson's pride and joy is this rebuilt pre-war coupe. He's done most of the work himself, put in special speed equipment, uses it for racing. His father is an automotive fan, too, and reads all the car ads in the Post to keep up with new models.

The Saturday Evening
POST - gets to the heart of America

King-Size Cigaretts Preferred More by Women Than by Men

PHILADELPHIA, Aug. 12—Women do so have minds of their own when it comes to buying and smoking cigaretts!

So says the *Ladies' Home Journal* in a new promotional study. The survey was conducted by questioning all the women who bought cartons of cigaretts during the busiest 16 hours in four supermarkets. A total of 242 women were interviewed and the magazine found:

1. Three out of four women carton buyers are smokers.
2. Nine out of ten women carton buyers are married.
3. The average frequency with which they buy cartons is once a week.

■ The *Journal* also discovered that women smokers have a stronger preference for king-size cigaretts than men. Of the women smokers who bought cartons, 36% purchased the king-size type; of the women non-smokers who bought cartons, only 18% got the king-size type.

The chief reasons given by women for buying king-size cigaretts were economy, mildness, better taste and "just like the looks of them."

The magazine study stresses that women make their own decisions on which brand to smoke. In the homes of married women carton buyers who smoke, 44% of the wives smoke a brand different from their husbands'.

■ And the survey also found that in those homes where the wife and husband smoke the same brands, in three out of ten cases the wife said she chooses the brand. In one out of ten cases it was by "mutual agreement."

The *Journal* concludes with this word to cigaret advertisers: "If it is at all true that some husbands influence the brands their wives smoke...it appears equally true that perhaps as many wives influence the brands their husbands smoke."

Direct Mailers Elect

The following members have been nominated for three-year terms on the board of governors of the Direct Mail Advertising Assn.: May O. Vander Pyl, Advertising Letter Service Inc., Detroit; Raymond C. Strawbridge, Dickie-Raymond Inc., Boston; Lawrence G. Chait, director of list research, Time Inc., New York; Herbert Buhrow, mail sales department, McGraw-Hill Publishing Co., New York, and J. S. Roberts, advertising director of Re-

tail Credit Co., Atlanta. Directors will be elected at the annual meeting Oct. 8-10. Ralph T. Curtis, general manager of Ross-Martin & Co., Tulsa, has been appointed to complete the term of Viola Noble, who has resigned. The appointment expires in 1954.

Smith Joins Alport & O'Rourke

Arthur E. Smith, formerly a partner in Simon & Smith, Portland, Ore., agency, has been named a v.p. in the San Francisco office of Alport & O'Rourke.

Saltwick Leaves Mac Wilkins

Sylvia Saltwick has resigned from the media department of the Portland, Ore., office of Mac Wilkins. Cole & Weber to move to Seattle. Colleen Mattice has been promoted to succeed her.

Montgomery Appoints Skill

Elaine Skill, formerly with the ABC network and later the Los Angeles office of Leo Burnett Co., has been named copywriter for Richard Montgomery & Associates, Portland, Ore., agency.

Westinghouse Boosts Fleming

P. Bernard Fleming has been promoted to public relations manager of the electric appliances division of Westinghouse Electric Corp., Mansfield, O. He has been publicity representative for the division since 1945.

Cate Directs Agency Art

Deane Cate, formerly associated with Barlow Advertising, Syracuse, has been named an art director of Emerson-Rogers, New York agency.



SOME SPOTS ARE BETTER

ATTENTION ADVERTISERS!

Add to the quality of your car cards, bus cards, calendars, price cards and point-of-sale displays by specifying
FALPACO
COATED BLANKS
on your next job.

FALULAH
PAPER COMPANY



NEW YORK OFFICE • 500 FIFTH AVENUE
NEW YORK 18, N. Y.
MILLS - FITCHBURG, MASS.

For the best spot, at the right time, at the

Hartogensis Adds Two to Staff

Hartogensis Advertising Co., St. Louis, has added Tom Stanton to its art staff and has retained William F. Adams, Scarsdale, N. Y., as marketing consultant. Mr. Adams previously was an executive and founder of the former Williams & Saylor agency.

Roberts, MacAvinche Moves

Roberts, MacAvinche & Senne, Chicago, will move to new and larger quarters at 75 E. Wacker Dr. on Aug. 25.

Svestka to Campbell-Mithun

George Svestka, formerly with Foote, Cone & Belding, Chicago, has been named art director in the Chicago office of Campbell-Mithun.

Caples Co. Appoints Carter

Bob Carter has joined the staff of Caples Co. in Los Angeles in a radio writing and acting capacity. He has been with the Armed Forces Radio Service and the Voice of America since 1948 in the same capacities. Before that he was with

Arthur Meyerhoff & Co., Chicago agency.

Cream-Wipt Names Weightman

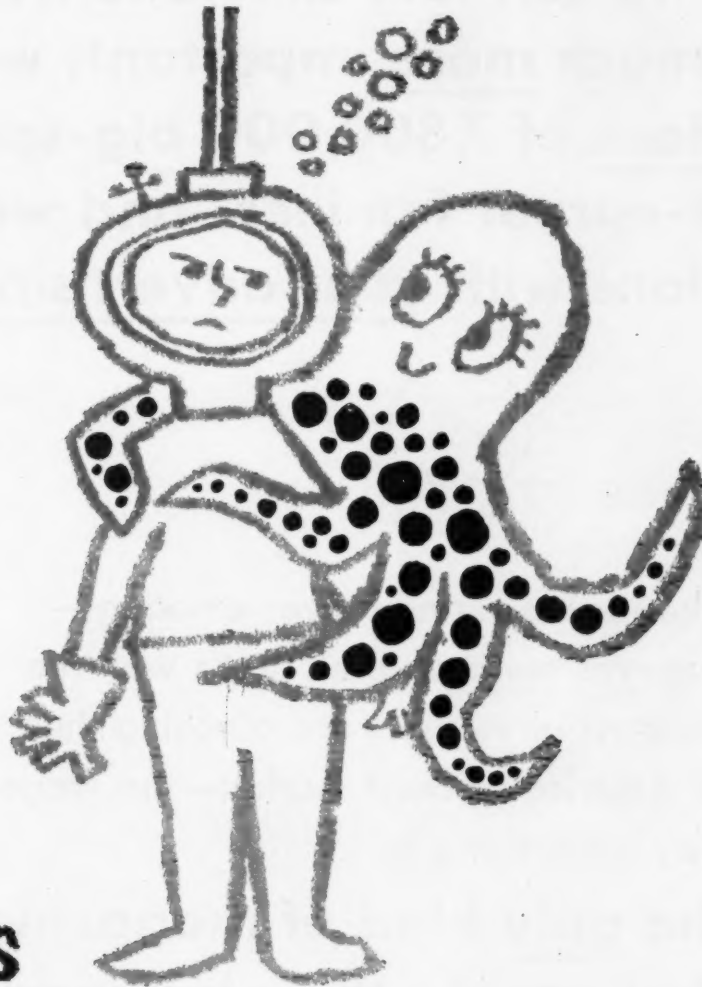
Cream-Wipt Food Products Co., Philadelphia producer of salad dressing and mayonnaise, has switched its account from Harry Feigenbaum Advertising, Philadelphia, to Weightman Inc., Philadelphia. Redesigning of the company's packages and labels will be followed by an extensive promotion along the eastern seaboard and in Ohio.

Appoints Davis & Co.

The Challenge Cream and Butter Assn. has named Davis & Co., Los Angeles, to handle its advertising. Ross Sawyer, who has been associated with Challenge promotion and merchandising for many years, will continue as account executive.

Robinson to Snyder & Black


Bob Robinson, formerly in charge of the New York office of Display Corp., has joined the executive sales staff of Snyder & Black, New York lithographer.



THAN OTHERS

Now, for the first time anywhere in television, requirements for 10-second station breaks have been standardized on stations represented by NBC Spot Sales — saving time and cutting production costs.

No longer do you have to go through the costly procedure of producing completely different films or slides for each station.

 You need reserve only the upper right hand quarter of the screen for station identification. This leaves you a standard shape, covering seventy-five percent of the space for your commercial.


Thus, today, you can reach 50% of all U. S. TV families through our eight stations without changing your basic artwork or sound track.

Choice 10-second Shared Identification Station Breaks are now available for your Fall Campaign. So spot your product on TV — at minimum effort and expense. Yes, some spots are better than others . . . and you can buy them through NBC Spot Sales.


right place  **SPOT SALES**
 30 Rockefeller Plaza, New York 20, N. Y.
 Chicago Cleveland Washington San Francisco
 Los Angeles Denver Charlotte* Atlanta*

*Donar Lawrence Associates

representing
TELEVISION STATIONS:

-  **WNBT** New York
- WNBC** Chicago
- KNBC** Los Angeles
- WPTZ** Philadelphia
- WBZ-TV** Boston
- WNBK** Cleveland
- WNBW** Washington
- WRGB** Schenectady-Albany-Troy

representing
RADIO STATIONS:

-  **WNBC** New York
- WMAQ** Chicago
- KNBC** San Francisco
- WTAM** Cleveland
- KOA** Denver
- WRC** Washington

TO GET SALES ACTION...



reach Active-Minded



Americans...

over 2,000,000



family units... in the

magazine they read...



and read...



and read...

NATIONAL GEOGRAPHIC!

More than 2,000,000 National Geographic family units cut across almost every business, profession and occupation. They call The National Geographic "our magazine." As members of the National Geographic Society they actually own it. They write us as many as 84,000 pieces of first class mail a day. They renew their subscriptions at an amazing rate of more than 87%. Entire families regularly read and have confidence in the pages of the magazine, both editorial and advertising. They have a warm spot in their hearts for our product. We think there's room there for your product, too!

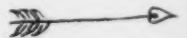
America's most active minds read



Now, more than 2,000,000 circulation according to publisher's current records.

We place your where no other wom

...Sure, we can talk circulation. But this is so much more important: we reach the emotions of 7,800,000 big-spending wage-earner families—and we reach those emotions with your advertising!



...when a magazine moves emotions—
it moves merchandise! That's why the
smartest advertisers are clinching their share
of America's richest market—the wage-earners
—by advertising in...

the only kind of magazine
that speaks their language!

NEWS FLASH!

TSWG circulation

5,605,510*

...biggest 1st six months
in our history!

**BIG THINGS ARE HAPPENING
AT MACFADDEN!**

IT PAYS TO START YOUR LIST WITH...

TRUE STORY

Women's Group

MACFADDEN PUBLICATIONS, INC.

205 East 42nd Street, New York 17 • Offices: Chicago • San Francisco

toiletries ads en's magazine can!



* 6 month average-period ending June 30, 1952

These figures are those filed under date of July 31, 1952, with the Audit Bureau of Circulation for the six months ending June 30, 1952. Like the figures in the Publisher's Statement, when released they are subject to audit by the Audit Bureau of Circulation. Any difference between the figures as filed by a publisher and those contained in the Publisher's Statement when released will be reported in paragraph 19.

ARF Committees Named to Study AM-TV Research

NEW YORK, Aug. 14—Two of the Advertising Research Foundation's top priority projects moved a step nearer completion this week with the appointment of committees to direct the work.

The projects:

1. A study of radio-TV rating methods.

2. A search for an "adequate and practical method" of measuring magazine ad readership.

These problems were selected early this year as those most worthy of immediate attention by a majority of ARF members (AA, March 24).

Dr. E. L. Deckinger of the Biow Co. will head the radio-TV rating methods study committee. Chairman of the committee for project number two is Sherwood Dodge of Foote, Cone & Belding.

Dr. Deckinger's committee includes Hugh M. Beville, NBC; Harper Carraine, CBS; Wallace T. Drew, Bristol-Myers; Gordon A. Hughes, General Mills; Fred B. Manchee, Batten, Barton, Durstine & Osborn; J. James Neale, Dancer-Fitzgerald-Sample; Richard J. Puff, MBS; Oliver Treyz, ABC, and G. Maxwell Ule, Kenyon & Eckhardt.

Members of the magazine advertising readership group are Edward Battey, Compton Advertising; Henry Schachte, Borden Co.; Mills Shepard, McCall Corp., and Wallace H. Wulfek, William Esty & Co. Others will be named later.

These appointments were made by ARF Chairman B. B. Geyer. Buyers and sellers of broadcast time long have been clamoring over the confusion created by conflicting information turned out by rating services. They feel these should be measuring basically the same thing: Are people listening or aren't they? And in what numbers?

These grumbings became a roar in 1950 when KJBS, San Francisco, complained of the variance between Hooper and Pulse ratings and asked for an impartial test to determine which is the most accurate. An industry committee, after protracted meetings, said the situation called for an over-all study of the methods being used to measure radio audience—rather than confining the analysis to two services.

This suggestion lay dormant for months until the Advertising Research Foundation indicated it was willing to put this analysis in motion if finances to do so were made

available. In June the Broadcast Advertising Bureau agreed to donate \$15,000 toward the project—provided television furnish the rest and the BAB board be permitted to approve the detailed project (AA, June 2). It has been estimated that the job can be completed for less than \$25,000.

Nobody has yet taken the lead in guaranteeing the TV industry's contribution to the project, but it is expected to be forthcoming nonetheless.

Both these projects were discussed when the new Advertising Research Foundation plans were outlined this spring at the Assn. of National Advertisers meeting. At that time it was explained that a study of magazine ad readership would not mean that the ARF was

going into the readership measurement business.

Such an analysis, it was stated, would concern itself with sample size, sample representation, interviewing techniques and similar factors.

Rating service techniques would be subjected to the same sort of scrutiny.

Opens New York Agency

Hoffman-Manning, an agency, has been established at 20 E. 35th St., New York. Edward N. Hoffman, formerly with William von Zehle & Co., is president.

Hastings Appoints Farquhar

Jim Farquhar, formerly account executive for Max Goldberg Advertising, Denver, has been named general manager of Hastings Advertising, Denver.

Whipple & Black Boosts Smith

R. C. (Bob) Smith, account executive since last May when he joined the agency, has been promoted to executive v.p. of Whipple & Black, Detroit. He will continue as an account executive. Prior to joining the agency, he was advertising and product education manager of the farm sales department of Willys-Overland Motors Inc., Toledo.

Notion Ads Contest Set

The National Notion Assn., 1170 Broadway, New York 1, is sponsoring a contest for the best newspaper ads featuring five or more items carried in the notion department by department stores. Prizes totaling \$3,000 will be awarded for ads running between Oct. 5 and Oct. 18. Oct. 31 is the deadline for entries. Awards will be announced in February.

KPTV to Operate in Portland

Empire Coil Co., New Rochelle, N. Y., maker of coils and other radio equipment, has been granted approval by FCC to operate KPTV on u.h.f. Channel 27 in Portland, Ore. The company also owns WXEL, Cleveland.

Alden Joins 'Rug Profits'

Robert E. Alden, formerly with the merchandising division of Pittsburgh Plate Glass Co., has been appointed space sales representative for Rug Profits, published by Bill Bros. Publishing Corp., New York.

'Free Press' Appoints Roe

Marney Roe, formerly fashion coordinator in the Bruck Mills, Montreal, has joined the promotion department of the Free Press, London, Ont.

AMERICAN BUILDER . . . the Most Useful Book

RCS TOOL SALES CORPORATION

OFFICES AND WAREHOUSE, 700 MOEN AVENUE, ROCADALE, P. O. BOX 1434, JOLIET, ILLINOIS, U.S.A.
PHONE 3-3447

Big SUPER SAW

Mr. C. J. Wageman,
American Builder Magazine,
79 West Monroe Street
Chicago 3, Ill.

Dear Mr. Wageman:

You will surely be interested to learn that 95% of the inquiries received through our advertisement in American Builder are developing into sales. One of our distributors reported on one inquiry that he netted a sale of five complete SUPER SAWS.


Leads like these are, of course, whipping up our distributor's enthusiasm and leading them to greater effort in behalf of the SUPER SAW. All of which means that we feel our investment in your valuable publication is certainly paying off.

We are anxiously looking forward to the results of our first two-color full page ad in your May issue. If this pulls in proportion to the size of our previous ads, we may finally wind up with a full color two-page spread.

In any event, American Builder is a 'must' in our advertising program.

Cordially yours,
RCS TOOL SALES CORPORATION
Francis S. Russell
Francis S. Russell
President

FSR/fae



AGS SUPER SAW

Saves you more time than any other tool in your kit.

A Journeyman's tool, built to stand up under constant, on-the-job Contractor or Industrial use.

Built in Blades—Anti-friction replaceable bearings—No starting hole needed—Blades to cut all materials—Fits any heavy duty 1/2" or 3/4" drill.

Super Saws and Blades are listed on Federal Supply Schedule, Class 40 Material.

Cutting starting in new territory in less than 2 minutes—no starting hole needed!

MAIL TODAY!

Customer: Please send us Bulletin L-17 and name of the nearest Super Saw distributor.

Name: _____

Address: _____

City: _____ Zone: _____ State: _____

ONE PICTURE-STORY IS WORTH 10,000 WORDS!



(Your words, that is)

If you want more salesmen and dealers to read your manuals . . . more employees to read your messages . . . more customers to read your ads . . . look into low-cost comic-type booklets and strips. They give you proved highest readership of any printed medium. For free samples, write:

HALL ASSOCIATES
17 East 42nd St. at Madison Ave., New York 17
—MS 2-1092—

A. R. F. Readership Study proves AMERICAN BUILDER

Smith Named KXA Manager

Hugh A. Smith, education director of KPIX, San Francisco TV outlet, has been named general manager of KXA, Seattle. Both stations are affiliates of Wesley I. Dumm Enterprises, which also includes KSFO, San Francisco, and other related interests. Mr. Smith's appointment is effective Sept. 1. KXA has filed application for Channel 7 in Seattle. Dumm Enterprises, with the *Oregon Journal*, Portland, has formed Columbia Empire Telecasters Inc. which has filed for Channel 12 in Portland, Ore.

Bye Joins Scolaro, Meeker

Joseph C. Bye, formerly in the advertising department of the *News*, Charlotte, N. C., has joined the Philadelphia office of Scolaro, Meeker & Scott, newspaper representative.

'Observer' Promotes Hawkins

W. Henry Hawkins Jr., supervisor of the retail display advertising department of the *Observer*, Charlotte, N. C., since 1950, has been promoted to assistant manager of the national advertising department. C. W. Neagle is manager of national advertising.

Names Klau-Van Pietersom

Fox Head Brewing Co., Waukesha, Wis., has named Klau-Van Pietersom-Dunlap, Milwaukee, to handle its advertising, effective Oct. 1. Previously, Weiss & Geller, Chicago, handled the account.

Appoints O. H. Roskam Agency

Postal Life & Casualty Insurance Co., Kansas City, has appointed O. H. Roskam Advertising, Kansas City, to handle its advertising. Direct mail will be used chiefly.

Four Name J. J. Gibbons

J. J. Gibbons Ltd., Toronto, has been appointed to handle advertising for Standard Insole Co., Morris Plains, N. J., for Chloro-peds chlorophyll (newspapers will be used chiefly); Fairbanks Soap Co., Toronto, producer of Sweetheart egg shampoo and Kapfl liquid soap (radio); Falcon Lumber Ltd., Toronto (trade papers), and Quality Products Reg'd., maker of Beam silver polish and a button-covering machine (newspapers and trade publications).

Open Miami Beach PR Office

Gerald Schwartz, publicist, and M. C. Billig, formerly national director of trade and industries for the State of Israel Bond Drive, have opened a public relations and fund raising counsel office at 1 Lincoln Rd., Miami Beach.

20th Century-Fox Head Skouras Says Movie Industry Is Doomed if New Films Go to TV

NEW YORK, Aug. 13—Faced with a Department of Justice suit to free 16mm films for television, and aware of the nervous attitude of exhibitors, Spyros P. Skouras, president of 20th Century-Fox Film Corp., lashed out with a statement that the Justice Department's action threatened the future of the motion picture industry.

"If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous," he said.

He quoted a *New York Times* editorial which said that the Jus-

Justice Department's reasoning would oblige the publisher of a best-selling novel to "make his property available to a free throw-away pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner would pay. Application of anti-trust laws must be tempered with a little more horse sense."

Mr. Skouras urged action by the movie craft unions, asserting that if pictures are destroyed, they will suffer more than any other group. "The present level of income cannot be maintained by the advertising medium of television," he said.

"It is economically impossible," the movie magnate continued, "for the advertisers to meet the huge grosses the motion pictures attain in the theaters of America. The government's action would be ruinous to the exhibitors and... destructive to an industry which must and does employ the greatest creative and artistic talent in the world..."

"For 20th Century-Fox and my associates I pledge myself to this cause and to unceasing vigilance to resist this ruinous plan which the Department of Justice insists upon."

Mr. Skouras pointed out that the company had demonstrated its interest in the theaters by a large investment of time and money in pioneering large-screen theater TV with color "to supplement motion pictures."

'Aunt Ellen's Workbasket' Launches Fall-Winter Drive

Aunt Ellen's Workbasket, needlecraft magazine, is using four-color half, two-third and full pages plus a few fourth covers in *Better Homes & Gardens*, *Capper's Farmer*, *Country Gentleman*, *Family Circle*, *Farm Journal*, *Farm & Ranch*, *Holland's Magazine*, *Household*, *McCall's*, *McCall's Needlework*, *McCall's Pattern Book*, *Progressive Farmer*, *Successful Farming*, and *Woman's Day*, through February, 1953.

Four-color, 1,000-line copy is being tested in the *Milwaukee Journal* on a one-shot basis. If the test shows "sufficient promise," additional 1,000-line r.o.p. color will be tested in other newspapers along with smaller b&w insertions. O. H. Roskam Advertising, Kansas City, is the agency.

in the Building Field . . . because it

*Outpulls and
Outsells 'em all!*

" . . . 95% of the inquiries received through our advertisement in *AMERICAN BUILDER* are developing into sales."

If it's SALES you want — use AMERICAN BUILDER

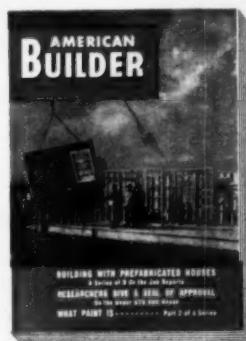
If you are sales-minded . . . if you want quality inquiries you can develop into sales—do as scores of manufacturers are doing—concentrate your selling in *AMERICAN BUILDER*. Building product advertisers get results through *AMERICAN BUILDER* because it is **FIRST** with the men they want to sell.

AMERICAN BUILDER's SEE IT—DO IT editorial technique makes it the most useful magazine in the building field. It builds the kind of readership that sells building products. Highest renewal percentage and lowest arrears percentage is your best proof of quality circulation. *AMERICAN BUILDER* has both, plus the largest circulation at the lowest page rate.

You can insure your market . . . you can improve your sales position in the multi-billion dollar building field through the pages of *AMERICAN BUILDER*.



79 W. MONROE ST., CHICAGO 3 • 30 CHURCH ST., NEW YORK 7



Read by
97,000
Building
Professionals

**SPEED UP YOUR SALES OF
OUTBOARD MOTORS
and BOATS...**



Steer your advertising message among thousands of sportsmen who read *THE SPORTING NEWS*, men who enjoy the good things in life and have the money to pay for them.

A reader audience of a million sports-minded men every week in the year. A rich, responsive market for everything a man enjoys.

The Sporting News

Published weekly for 66 years
2018 Washington Ave., St. Louis 3, Mo.
535 Fifth Avenue, New York
520 N. Michigan Blvd., Chicago

is the Readbook of the Light Construction Industry

Better Living

More than ever—

the fastest-growing magazine
in the fastest-growing field

2,100,000

New



**Standard Rate and Data Figures for
6 Months ending December, 1951**

	Circulation	Guarantee during Period
Woman's Day	3,721,134	3,600,000
Family Circle	3,100,683	3,000,000 (effective Sept., 1951)
BETTER LIVING	1,610,576	1,500,000
Everywoman's Magazine	1,264,238	1,500,000 (effective Sept., 1951)

0,000

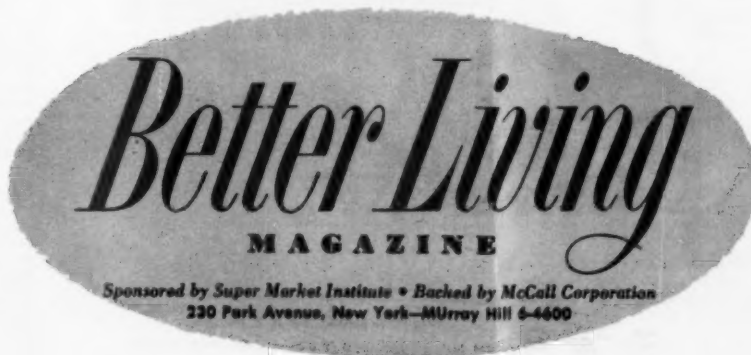
Guarantee with February

BETTER LIVING'S RECORD

	Net Paid	Guarantee during Period
2nd 6 Months, 1951	1,610,576*	1,500,000
1st 6 Months, 1952	1,842,980†	
July, 1952	1,910,000	
August, 1952	1,910,000	
September, 1952	1,960,000	1,800,000
October, 1952	2,050,000	
November, 1952	2,150,000	
December, 1952	2,200,000	
January, 1953	2,250,000	
February, 1953	2,300,000	2,100,000

(*Sworn Statement . . . †and following: Publisher's Estimate)

BETTER BUY



Names Witherspoon & Ridings

Central Airlines, a local service line serving 22 cities in Texas, Oklahoma and Kansas, has named Witherspoon & Ridings, Fort Worth, to handle its public relations.

Best Devices Co. Moves

Best Devices Co., Cleveland, maker of automatic slide projectors for use in selling, has moved into its own factory building at 10921 Briggs Rd.

Hines Foods Gain in St. Louis

Hines-Park Foods Inc., Ithaca, claims Duncan Hines food products have reached 80% distribution in the St. Louis market one month after introduction. This is in addition to cake mixes, which had already been introduced there. Gardner Advertising Co., St. Louis, is the agency handling the cooperative advertising program in the area. A budget of \$75,000 has been set up for the first 12 months and will go into newspapers, radio, car cards, direct mail coupons and point of sale displays.

Engel to Griswold-Eshleman

Jack Engel, a Korean war veteran who formerly was a market research analyst for Standard Brands Inc., has been named assistant account executive at Griswold-Eshleman, Cleveland.

Fiske Joins East Ohio Gas

Frank Fiske, formerly with the information section of the Office of Price Stabilization in Cleveland, has joined the publications staff of East Ohio Gas Co., Cleveland.



ALL OVER—Gathered together to consider the day's work after the meeting of CBS radio affiliates at the Conrad Hilton Hotel in Chicago on the question of a new rate structure are (left to right) Adrian Murphy, president of CBS Radio; John E. Fetzer of WKZO and WJEF, Grand Rapids, who chaired the affiliates' meeting; Frank Stanton, president of Columbia Broadcasting System Inc., and Richard S. Salant, v.p. of CBS.

NBC Promotes Edouarde

William Doty Edouarde has been promoted to sales manager of KNBH, Los Angeles NBC-owned television outlet. He has been west-

ern division manager of NBC-TV spot sales. Previously he was a representative in spot sales for both radio and television with the network.

Another 'Curity' Contest Set by Bauer & Black

CHICAGO, Aug. 14—Bauer & Black will run a new Miss Curity contest this fall to promote its first aid products.

A total of 3,241 prizes will be given away in four two-week contests running from Oct. 26 to Dec. 7.

Designed for children, the contests can be entered by obtaining a 20-page "Miss Curity Fun Book" which will be available at all participating druggists. These books have games, puzzles and jingles, as well as four contest pages. On each contest page there is a picture to color; on the back side are questions on first aid and safety which must be answered and a jingle to be completed. Each completed contest page must be accompanied by a wrapper or box top from a Curity product.

■ There will be 810 prizes for each part of the contest—girls' or boys' Schwinn bicycles for first prizes, little Miss Curity dolls (for girls) and first aid kits (for boys) as second prizes. A \$1,000 savings bond will be awarded as a grand prize for the best entry in all four parts of the contest.

Cooperating druggists will get window displays and counter displays which hold the fun books.

In addition, Bauer & Black, through its agency, Leo Burnett Co., will publicize the program with full pages in *Life* and *Look* and a special schedule over all stations carrying Dave Garroway's television show, "Today."

Ward Wheelock Co. Appoints Dillon V. P., Copy Director

Effective Sept. 15, Clifford Dillon will join Ward Wheelock Co., Philadelphia agency, as v.p. and director of copy.

Formerly, he was copy chief of Dancer-Fitzgerald-Sample and of Sullivan, Stauffer, Colwell & Bayles.

Mr. Dillon for ten years was on the news staff of the *New York Sun*, from which he resigned to become copy chief of Wendell P. Colton Co., New York agency. Two years later he joined Kenyon & Eckhardt as a creative group head. In 1943, he joined J. Walter Thompson Co. in New York as a group head and in 1946 joined the newly formed Sullivan, Stauffer, Colwell & Bayles.



Clifford Dillon

Curtis Publishing Earnings Up, Ad Linage Down in '52

Curtis Publishing Co., Philadelphia, reports a \$5,000,000 increase in gross operating revenues for the first six months of this year over a comparable period last year. For 1952 total income was \$82,047,994 whereas for 1951 it was \$76,845,915. Net earnings for 1952's first half has been \$2,854,039 compared to \$2,720,158 the first half of 1951.

Advertising linage for the second half of 1952 is below that for the second half of 1951, according to Robert E. MacNeal, president. He would not disclose the figures, but blamed the steel strike for the loss. He said some advertisers canceled commitments because they were uncertain about sources of raw materials.

Appoints Kenneth Cohen

Kenneth B. Cohen, formerly an advertising executive in Miami, has been appointed to the new post of sales promotion manager of Builders Structural Steel Co., Cleveland. He will direct advertising, merchandising and sales promotion for the company and its affiliates, Ohio Crane & Engineering Co., Cleveland; Fabricators Steel & Mfg. Corp., New York, and Fabricators Steel Corp., Bladensburg, Md.

millions listen... millions buy!



WJR MARKET DATA

(primary coverage area)

		Per Cent of Total U.S. Market
Population.....	12,601,300	8.3%
Radio Homes....	3,784,170	8.1%
Drug Sales.....	\$464,447,000	10.3%

Here is a tremendously important drug market—accounting for over 10% of national drug sales. Use the one single medium that reaches all of this market. Use WJR, the Great Voice of the Great Lakes.

For more specific market information, contact WJR or your Christal representative.



Radio—America's Greatest Advertising Medium

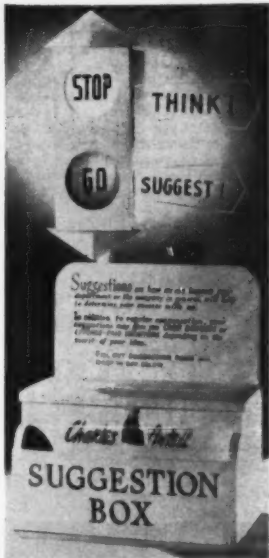
WJR Fisher Building, Detroit 2, Michigan

WJR Eastern Office: 665 Fifth Avenue, New York 17, N. Y.

Represented nationally by the Henry I. Christal Company

Canadian Representatives: Radio Time Sales, (Ontario) Ltd.





FREEDOM OF SUGGESTION—Several of these 4'-high suggestion boxes are used in office and laboratories of Charles Antell Inc., Baltimore, producer of Formula No. 9 lanolin hair preparation. Simulated stop-go signals flash on and off. Employee reaction is reported good.

Speco to Promote Its Waterproofing

CLEVELAND, Aug. 13—Speco Inc. is sponsoring a campaign for its new Rain-Rem, a liquid for waterproofing textiles.

Palm & Patterson has prepared cooperative newspaper and business paper advertisements introducing the product.

The silicone-base liquid, which Speco says is colorless and odorless, may be applied by either brush or spray. The manufacturer claims it will waterproof the individual cloth fibers without filling the space between them.

Thus a material treated with Rain-Rem becomes water-repellent but does not stop the flow of air through the tiny openings in the cloth. Industrial applications include the waterproofing of canvas, tarpaulins and the cloth coverings of machinery and equipment.

Housewives are urged to use Rain-Rem for treating husbands' hunting clothes, the children's snow suits and shower curtains and awnings.

Shell Promotes Two

Shell Chemical Corp., which recently purchased Julius Hyman & Co., Denver, has named F. W. Hatch of its organization v.p. and manager of the new Hyman division. L. F. Stayner of the New York office is sales manager of the new division. Area sales offices are being established in New York, Atlanta, Chicago and other major cities.

REAL OPPORTUNITY

A successful Chicago business paper publishing organization has an opening for an experienced and aggressive space salesman who wants opportunity to progress.

A knowledge of the publishing, industrial sales promotion or advertising would be desirable.

Salary plus commission and expenses.

Write fully giving background record, age, experience and other details.

Box 226, Advertising Age
200 E. Illinois St., Chicago, Ill.

Mid-States Boosts Alexander

Roy Alexander has been promoted to the new post of public relations director of Mid-States Corp., Chicago maker of trailers. Before joining Mid-States he was an associate editor of Food Retailing, Evanston, Ill.

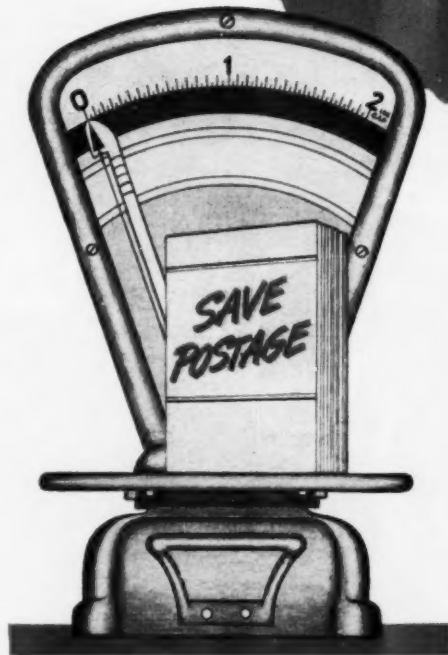
Appoints Kal. Ehrlich

Gelman Construction Co., Washington, has named Kal, Ehrlich & Merrick, Washington, to handle its advertising. A campaign is planned to celebrate Gelman's 25th year.

Two Appoint Malap Advertising

Malap Advertising, Kansas City, has been named to handle advertising for McCormick Distilling Co., Weston, Mo. (newspaper, outdoor and point of sale will be used). Potts-Turnbull, Kansas City, was the previous agency. The agency also has been appointed by Siemon Co., Kansas City maker of gas and combination gas-oil burners (trade publications will be used). Formerly, Phillips-Reick-Fardon, Kansas City, had the account.

NOW... A NEW MEMBER HAS BEEN ADDED TO THE TEAM!



You'll SAVE postage with NEW 60 LB. TICONDEROGA TEXT, get more pieces per pound on 3rd class bulk mailing.

This new 60 LB. TICONDEROGA TEXT is available in:

- Plain Edge Only
- Laid Finish Only
- Envelopes to Match
- Brite and Cream Whites
- Seven Pastel Colors

TRIMMED FOUR SIDES on all plain edges of the 60 LB.—70 LB. and the Coverweight. The 70 LB. deckle edge is trimmed on the plain ends.

60 LB. TICONDEROGA TEXT is now at your distributor's (along with the ever-popular 70 LB. deckle edge, in laid and wove and COVERWEIGHT plain edge, in laid and wove).

International Paper COMPANY
PAPERS FOR PRINTING AND CONVERTING
220 East 42nd Street, New York 17, N. Y.



SLIM DISPLAY—d-Con Corp., Chicago, is now using this six-box combination shipping and display carton for its Junex Products reducing aids.

Curran Book Tells Business Men How Movies Are Made

NEW YORK, Aug. 13—As industry becomes more and more interested in films for television and industrial purposes, Times Square Productions Inc. has come forth with a timely book on motion picture production.

Assembled by Charles Curran, president of Times Square Productions, the 54-page book was designed to give business men a better understanding of what can and can't be done with films.

In addition to presenting a glossary of such movie-making terms as "wipe," "zoom shot," "throw-away," etc., Mr. Curran also offers some rule-of-thumb tips for figuring the cost of making a movie. He says, for instance, that the "average finished live-action commercial, program or business film will have an over-all cost of \$1,000 a minute if produced in b&w, and about \$1,250 in 16mm color." Other cost factors are included.

"The Handbook of Motion Picture Technique for Business Men" is available from Times Square Productions, 145 West 45th St., at \$1 a copy.

Mendell to L. & C. Mayers

Ira L. Mendell, formerly sales manager for Cohn Hall Marx division of United Merchants & Manufacturers, has been named v.p. in charge of distribution and merchandising of L. & C. Mayers Co., New York importer of diamonds and watches and distributor of fine giftwares. He will have charge of all promotional activities of the company.

Latchford Marble Glass Co. Forms 2 Sales Subsidiaries

Latchford Marble Glass Co., Los Angeles, has formed two subsidiary sales organizations: Latchford Marble Package & Supply Co., Los Angeles, and Latchford Marble Container & Supply Co., San Francisco and Fresno.

Officers are John B. McCandles, president of the Los Angeles operation and v.p. of the San Francisco-Fresno group, and William Simkins, executive v.p. in Los Angeles and president of the San Francisco-

Fresno operation. Mr. Simkins also is v.p. and sales manager of the parent company. Frank A. Toso is in charge of sales in the San Francisco territory and Clarence Coulter in the Fresno area.

Gibson Switches Agencies

Gibson Refrigerator Co., Greenville, Mich., has appointed Henri Hurst & McDonald, Chicago, to handle its advertising. W. W. Garrison Co., Chicago, and Wallace-Lindeman, Grand Rapids, are the previous agencies of record.

Tifton, Ga., Daily Sold

The Daily Gazette, Tifton, Ga., for 56 years the property of the J. L. Herring family, has been sold to a company whose principals are Homer Rankin, A. C. Tift and David H. Tift.

Camay Buys NBC-TV Show

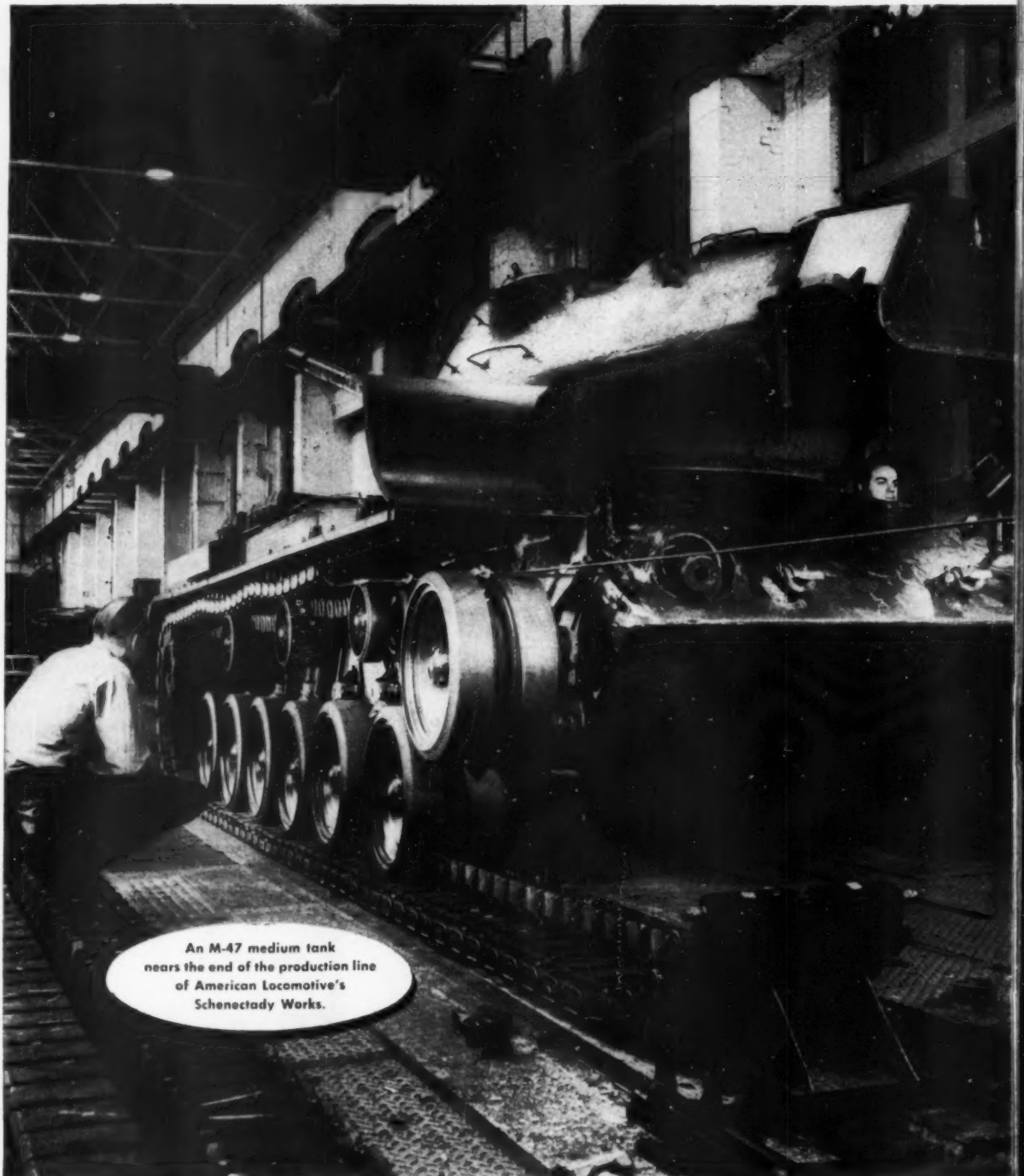
Procter & Gamble Co., Cincinnati, for Camay soap, will sponsor NBC's new dramatic TV show, "The Doctor," which bows Sunday, Aug. 24, 10-10:30 p.m., EST. The series will be on film and stars

Warner Anderson in the title role. Benton & Bowles, New York, is the agency.

Buys Typography Firm

Bertsch & Cooper, Chicago typographer, has acquired all facilities of Graphic Arts Typographers Inc., Chicago. Harold M. Koch, v.p., and Arthur Langner, sales manager of Bertsch & Cooper, continue in their present capacities. Ray Lecture, president of Graphic Arts Typographers, has been elected a v.p. of Bertsch & Cooper.

the armored giant 2,000



An M-47 medium tank
nears the end of the production line
of American Locomotive's
Schenectady Works.

WE BOUGHT HADACOL

(The Bulletins, That is!)

SPACE BUYERS, ADVERTISING MANAGERS, AND SALES MANAGERS HAVE THE OPPORTUNITY TO ACQUIRE THE USE OF THE EXCEPTIONALLY FINE PAINTED BULLETINS. CHOICE MAJOR ARTERIAL HIGHWAY COVERAGE IN EAST TEXAS, LOUISIANA, MISSISSIPPI, ALABAMA, AS WELL AS PARTS OF FLORIDA AND ARKANSAS.

350 BULLETINS IN ALL.

COMPLETE INFORMATION ON REQUEST.

MORIARTY OUTDOOR
ADVERTISING CO., INC.
P.O. BOX 1924, BATON ROUGE, LA.

Quality Bakers to Promote Little Miss Sunbeam in Fall

About 50 of the 113 members of Quality Bakers of America are planning September promotion of the winner of the Little Miss Sunbeam contest concluded the first week of August in New York. Tentative estimates indicate about 500 newspapers will be used with copy prepared by the association's ad department, 120 W. 42nd St., New York.

George N. Graf, president and general manager of the group,

claims that Quality Bakers this year will gross \$200,000,000 in sales and that its advertising budget for all media is now \$6,000,000.

'Presbyterian Life' Net Up

AA reported Aug. 4 that *Presbyterian Life's* net paid circulation had increased from 350,000 to 450,000. Actually, the rate guarantee base has been increased from 350,000 to 450,000. The average net paid circulation for the first six months has increased from 364,019 in 1951 to 552,579 in 1952.

Promotes F. H. Ebbert

F. H. Ebbert, v.p. and sales manager of the automotive division of Gustin-Bacon Mfg. Co., Kansas City, has been promoted to v.p. and general sales manager. He will have charge of the company's four sales divisions: glass fiber insulation, industrial, railroad and automotive.

Gold Agency Moves

Gold Agency, St. Louis, has moved to larger quarters in the Title Guaranty Bldg.

GF Switches Cat Food Sales

Sales activities for Jack & Jill cat food, a product of General Foods Corp., Woburn, Mass., have been transferred from the company's Birds Eye division to the GF sales division.

Kraft to Paper-Mate Pen Co.

Larry Kraft, formerly creative director of Elwood J. Robinson & Co., Los Angeles agency, has been named v.p. in charge of advertising at Paper-Mate Pen Co., Culver City, Cal.



ARE YOU A TREND WATCHER?

Facts about "national" sales trends are a dime a dozen. They should sell for less. Take for instance packaged tea vs. tea bags. Tea bags are far outstripping packaged tea all over the country, say the trend keepers.

Now take a look at the comparative preference for these two product forms in a few cities from the 1952 Consolidated Consumer Analysis.

	% Fam. Using Packaged Tea	% Fam. Using Tea Bags
PORTLAND, ME.	38.9%	85.8%
WASHINGTON, D. C.	48.9	83.9
ST. PAUL	58.9	67.2
MODESTA, CALIF.	65.4	62.6
OMAHA, NEBR.	69.5	68.4



BEWARE THE FIXED IDEA

This is only one of hundreds of instances where individual market conditions show little respect for "national" trends. Par for success is never the same in any two markets. Muscle-bound national advertising campaigns dedicated to the fixed idea are as wasteful as sale campaigns based on fuzzy trend analysis. Let us help you in St. Paul with consumer preference and distribution data.

St. Paul Dispatch
A BROAD SHEET NEWSPAPER
Pioneer Press
RIDDER • JOHNS, INC. — REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT

companies team up to make

HERE IS THE PROUD PRODUCT of metalworking teamwork at its efficient best. Every one of this rugged tank's thousands of parts feeds into American Locomotive's assembly lines from metalworking companies skilled in their design and manufacture. Alco's subcontracting team includes more than 2,000 companies.

Metalworking . . . the giant industry that spans our nation and outproduces every other industry on earth . . . often works this way . . . integrating the production facilities of many companies so that one new machine can be efficiently and quickly produced. And for you who sell to Metalworking there is an important lesson in this fact:

To sell Metalworking, you must tell your products' story everywhere in Metalworking . . . which is a job you can do best in the magazine that metalworking production executives everywhere will tell you they value above any other.

The only metalworking publication that 30,000 metalworking men voluntarily seek and pay to read, *American Machinist* welds this great industry's major buying group into one audience, bound together by a common interest in the abundant production facts and know-how that only *American Machinist* makes available issue after issue.

Over 600 successful companies know that a sound sales and advertising program in Metalworking starts with *American Machinist*. In its pages, every year, they concentrate more of their advertising dollars than they invest in any other metalworking magazine in the world.

What *American Machinist* does for them it can do for you. Ask your nearest *American Machinist* representative today for the facts about the great sales power of Metalworking's leading editorial force.



THIS IS A GOOD PLACE
TO DO BUSINESS
WITH AMERICA'S BIGGEST INDUSTRY

The McGraw-Hill Magazine of Metalworking Production
McGraw-Hill Building, New York 36
Published every other Monday

Member of the Audit Bureau of Circulations and the Associated Business Publications



'Des Moines Sunday Register' Study to Be Issued by ARF

New YORK, Aug. 14—A research report disclosing farm and state-wide audiences, and their respective characteristics, of the Des Moines Sunday Register and its monthly magazine supplement, Iowa Farm & Home Register, will be issued late in September by Advertising Research Foundation.

This will be the first newspaper audience study conducted by ARF. It's based on 2,760 interviews made by Alfred Politz Research Inc. under ARF supervision. The study covers six issues of the Sunday Register, those of April 6, 13 and 20, and May 4, 11 and 18, and two editions of the supplement, a farm magazine published and distributed as a part of the Register the first Sunday of each month.

Thirteen other Sunday newspapers, published in Iowa or having circulation in Iowa, were included



TRIPLE PURPOSE—Created by Larkwood Hosiery and Robert Kayton Associates, this mahogany display fixture is supposed to solve three problems of stocking presentation for department stores: Lighting, costume coordination and "feel" of merchandise.

in the survey in order to report on the exclusive and duplicated audiences of the Sunday Register. Entire cost of the study, estimated at more than \$30,000, has been underwritten by the Des Moines newspaper.

In addition to information about the audience of the Register in Iowa, data has been compiled on the size of the audience among the farm population within the state. The study includes information about statewide and farm audiences of each section of the newspaper.

ANPA Appoints Five

William Baumrucker Jr., Washington Times-Herald, has been appointed chairman of the American Newspaper Publishers Assn.'s mechanical research committee. Other members of the committee include Ralph R. Cranmer, Grit, Williamsport, Pa.; William Dwight, Transcript-Telegram, Holyoke, Mass.; George L. Green, Providence Journal and Bulletin, and J. L. Stackhouse, Express, Easton, Pa.

GE Lamp Division Makes Four Changes in Ad. PR Dept.

The lamp division of General Electric Co., Cleveland, has made four personnel changes. Lawrence W. O'Brien, editor of "Magazine of Light," will be transferred to GE's general headquarters in New York on Sept. 1 to become editor of "The GE Monogram," company-wide employee publication. Arthur E. Early of the public relations staff succeeds Mr. O'Brien.

Harry R. Ernst has been put in charge of the advertising art section. He succeeds Walter C. Karl, who will remain as a consultant. Lawrence F. Muehling, formerly with GE's news bureau in Schenectady, has been transferred to a similar job in Cleveland.

Scripps-Howard Shifts Two

Frederick B. Wilmar has been shifted from the San Francisco News, Scripps-Howard paper, to the Chicago office of Scripps-Howard Newspapers. Prior to joining the Scripps-Howard Pacific Coast ad department in 1947, Mr. Wilmar was with J. Walter Thompson Co. in San Francisco. William McKenna has been shifted from the Chicago to the New York general advertising staff. Both appointments are effective in September.

F&S&R Appoints Isaacs, Davies

Richard S. Isaacs, formerly in charge of agricultural advertising for Caterpillar Tractor Co., Peoria, Ill., has been named account executive of Fuller & Smith & Ross, Cleveland. Griff Davies, previously with Earl Newsome & Co., New York public relations consultant, has been appointed an account executive in the publicity division of the agency.

Penn Metal Names Cooney

Penn Metal Co., New York, has named John D. Cooney, formerly associate editor of Product Engineering, a McGraw-Hill publication, publicity director.

Estimated TV Set Ownership

NBC Television Network Data Chart July 1, 1952
Penetration figures prepared by Edward Petry & Co.

Area	July 1, 1952				Jan. 1, 1952	
	No. Stations	No. Families	No. Sets	% Penetration	No. Sets	% Penetration
Albuquerque	1	49,800	17,300	34.7	13,000	24.2
Anne	1	211,700	89,200	42.1	76,000	35.2
Atlanta	3	431,600	180,000	41.7	132,000	46.7
Baltimore	3	474,600	396,000	83.4	358,000	75.0
Binghamton	1	219,200	80,000	36.4	50,200	22.9
Birmingham	2	265,200	114,000	44.7	88,300	33.4
Bloomington	1	291,000	132,000	45.4	110,000	37.8
Boston	2	1,121,100	911,000	81.3	848,000	77.0
Brownsville (Matamoros, Mex.)	1	77,500	10,900a	14.1	10,300	13.3
Buffalo	1	357,600	274,000	76.6	248,000	70.4
Charlotte	1	381,800	150,000	39.3	117,000	32.2
Chicago	4	1,750,700	1,185,000	67.7	1,090,000	63.8
Cincinnati	3	426,100	329,000	77.2	305,000	71.8
Cleveland	3	897,000	629,000	70.1	568,000	71.4
Columbus	3	343,000	216,000	62.9	191,000	57.3
Dallas-Ft. Worth	3	409,500	177,000*	43.2	149,000	37.5
Davenport, Rock Island	2	203,000	123,000	60.6	85,100	41.8
Dayton	2	280,400	132,000	47.1	120,000	43.0
Detroit	3	947,600	704,000†	74.3	604,000	64.0
Erie	1	135,800	84,700	62.4	58,900	43.4
Grand Rapids	1	383,600	173,000	45.1	81,000	21.1
Kalamazoo	1	291,300	91,000	31.2	76,000	26.1
Houston	1	338,200	160,000	47.3	116,000	34.3
Huntington	1	207,300	87,000	42.0	66,000	32.3
Indianapolis	1	538,400	276,000	51.6	188,000	35.0
Bloomington	1	291,000	132,000	45.4	110,000	37.8
Jacksonville	1	121,500	60,000	49.4	52,000	43.3
Johnstown	1	337,700	159,000	47.1	133,000	44.3
Kansas City	1	462,700	214,000	46.3	89,000	24.2
Lancaster	1	211,900	155,000	73.2	131,000	60.6
Lansing	1	218,500	101,000	46.1	80,000	36.0
Las Vegas	1	1,695,500	1,215,000	71.6	1,090,000	67.6
Louisville	2	281,400	143,000	50.9	102,000	37.0
Memphis	1	272,500	137,000	50.3	115,000	42.2
Miami	1	202,200	96,100	47.5	82,000	40.5
Milwaukee	1	411,500	341,000	82.9	306,000	74.9
Minneapolis	1	460,100	320,000	69.6	302,000	65.9
Nashville	1	255,500	70,900	27.8	54,800	21.5
New Haven	1	512,900	298,000	58.1	224,000	43.7
New Orleans	1	286,500	102,000	35.6	78,400	27.4
New York	7	4,289,800	3,040,000	71.1	2,800,000	65.3
Norfolk	1	231,700	118,000**	50.9	97,000	41.8
Oklahoma City	1	241,400	92,300	38.2	52,300	21.7
Omaha	2	224,400	133,000	59.3	112,300	50.0
Philadelphia	1	1,386,900	1,062,000	76.6	1,001,000	72.2
Phoenix	1	117,100	39,600***	33.8	39,000	33.2
Pittsburgh	1	776,500	465,000	59.9	358,000	47.9
Providence	1	406,000	222,000	54.7	191,000	47.0
Richmond	1	160,900	132,000	82.2	102,000	63.4
Rochester	1	205,000	151,000	73.7	125,000	59.6
Salt Lake City	2	91,500	75,000	82.0	70,200	76.7
San Antonio	1	174,100	84,700	48.7	63,400	36.4
San Diego	1	187,000	119,000‡	63.6	112,000	59.9
San Francisco	3	986,800	414,000	42.0	315,000	32.3
Schenectady	1	332,600	216,000	64.9	194,000	57.8
Seattle	1	434,100	155,000	35.7	125,000	28.3
St. Louis	1	596,000	407,000	68.3	363,000	60.9
Syracuse	2	218,400	168,000	76.9	160,000	73.3
Toledo	1	317,400	191,000	60.2	148,000	47.1
Philadelphia	1	182,600	77,500	42.4	77,500	42.5
Tulsa	1	117,400	73,000	62.2	64,000	54.6
Washington	4	490,500	377,000	76.8	324,000	66.1
Wilmington	1	145,200	110,000	75.8	90,000	62.0
Total	109	28,724,800	17,983,200	62.6	15,777,000	57.6

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown in the Petry Video Bulletin. For example: Indianapolis-Bloomington are shown with 276,000 TV sets. This is a network figure. If Indianapolis was used separately, the TV set figure would be 170,000.

For spot and local purposes, anyone interested in the total number of sets reached by any other individual station should consult the station or its representative.

a. Estimate for Texas area. Estimated 2,500 additional sets in Mexican area. b. Does not include estimated 57,000 sets in Canadian area reached by Detroit stations. c. Does not include estimated 37,000 sets in Canadian area reached by Detroit stations. d. Grand Rapids separately—137,000. Kalamazoo separately—145,000. e. Indianapolis separately—244,000. Bloomington separately—170,000.

The % Penetration figures are computed by the Petry TV research department as an approximation and should not be considered absolute because the set figures include sets installed in public places, multi-set homes and others. Also, in some cases, the figures include sets installed beyond the 0.1-m contour.

*A TV set saturation study by Dr. Ira G. Corn, Jr., Asst. Prof. of Mtg., SMU, (January 15, 1952) to determine within the known limits of probable error the exact number of TV sets in the 12 county area around Dallas and Ft. Worth qualifying for primary TV reception revealed 64.5% TV sets in Dallas and 35.5% TV sets in Ft. Worth. Applied to NBC figure this would mean 114,165 sets in Dallas and 62,835 sets in Ft. Worth.

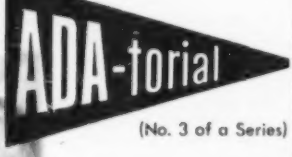
**Norfolk reports a confirmed set count of 125,900 as of August 1, 1952. The NBC figure does not include sets in eight counties which are covered by both Norfolk and Richmond stations.

***Phoenix, Arizona reports a confirmed set count of 59,237 as separately reported to the trade. Substantiation request to KPHO-TV. (April 1, 1952).

‡Covered by Los Angeles.

Power Co. Appoints Tandy Morris F. Tandy, formerly with Smith, Taylor & Jenkins, Pittsburgh agency, has been appointed an account executive of Edward M. Power Co., Pittsburgh.

Cameron Co. Appoints Agency Cameron Co., Napa, Cal., maker of shirts and sportswear, has appointed Conley, Baltzer, Pettler & Steward, San Francisco, to handle its advertising.



HOW TO CUT SELLING COST

One of the sound ways to cut costs is to CUT PERMANENT PAYROLL. For instance: You needn't hire permanent salesmen if you haven't full-time use for them. For A D of A can furnish you promptly, five or 500 men, trained and expertly supervised, to do any field selling job you want done quickly and economically... anywhere in the U. S. and/or Canada.

Our Missionary Sales service employs local men who know their territories from A to Z, including personal acquaintance with every dealer. They are personable, trained salesmen who operate exactly according to your specifications, representing you fully and creditably. Expert supervision guarantees a full day's work and produces tangible sales' results.

You use A D of A Salesmen only when you need them, buying the service on a per diem basis. You have no payroll problem, no need for office space, no records to keep, no travel or hotel costs, NO PERMANENT OVERHEAD.

Let us show you how little it will cost to do your sales job the money-saving way. Just contact any of these offices:

ADVERTISING DISTRIBUTORS OF AMERICA, INC.

- NEW YORK 17
400 Madison Ave. MUrray Hill 8-6500
- CHICAGO 5
624 S. Michigan Ave. HArrison 7-0678
- DETROIT 26
834 Bagley Ave. WOODWARD 2-1174
- PHILADELPHIA 7
314 North 13th St. MArket 7-5944
- PITTSBURGH 22
243 First Ave. GRant 1-1100
- SAN FRANCISCO 3
809 Mission St. GARfield 1-1066
- LOS ANGELES 15
1227 S. Olive St. PRospect 3064
- CANADA: TORONTO, ONT.
1158-64 Dundas St. W. LAkeside 2017

OAKLAND TRIBUNE

TOTAL NET PAID CIRCULATION Highest in History!

DAILY 196,505

SUNDAY 208,264

A.B.C. Publisher's Statement, March 31, 1952

MORE THAN 8 OUT OF 10 TRIBUNES ARE HOME-DELIVERED

Oakland Tribune

CRESMER & WOODWARD, INC.

National Representatives Including Sunday Magazine Section

Bertsch & Cooper, Inc.

has acquired the facilities of GRAPHIC ARTS TYPOGRAPHERS, Inc.

effective August 4, 1952

Providing a complete service to an expanding clientele... fine advertising typography... accurate, rapid, personal.

BERTSCH & COOPER, Inc., 155 East Ohio St., Chicago telephone SUPERIOR 7-8585

If you spend even \$1,000 advertising to Supermarkets...

You must read these important new facts about the big food industry...

Only a short time to closing on the MARCH-OF-PROGRESS ISSUE

The Great October Issue in the 7" x 10" Size

The great March-of-Progress issue of Progressive Grocer — in October — may well be the advertising buy of the year.

A 25-year historical review of the progress of the big food industry, star-studded with graphs, pictures, charts and diagrams that will make it the best read issue in the food industry for months to come. It offers a golden opportunity for manufacturers who have a story of progress to tell the big food industry.

It will be the first issue in Progressive Grocer's new large 7" x 10" page size; it will be sold at the old low page rate. Closing date is September 10th.



CCA
NEP

Progressive Grocer... goes bigger than ever!

IF YOU SPEND even \$1,000 advertising to reach super markets, these new facts can make you money.

Which magazine has the highest readership preference with super markets — which, with superettes? You must know because these two segments of the big food industry combined do 76% of the total retail food business.

We know, because we've just conducted a remarkable readership study* through an independent research organization.

Here is what super markets and superettes say about their readership preferences among food trade papers:

- ▶ **Among 1,311 super markets surveyed, Progressive Grocer is substantially ahead of all other magazines in readership preference.**
- ▶ **Among 1,154 superettes surveyed, Progressive Grocer is first in readership preference by an overwhelming margin.**
- ▶ **Among all stores surveyed, Progressive Grocer is way out in front in readership preference.**

We believe this survey is important news to every advertiser in the Big Food Industry. It reaffirms the fact that Progressive Grocer — and only Progressive Grocer — is big enough in every way to cover the Big Food Industry.

*To assure maximum authenticity and usability, Progressive Grocer's readership survey was conducted by the independent research organization, John Fosdick and Associates. It follows a pattern recommended by a distinguished group of research persons in the advertising industry. It is naturally available to those interested.

LITHOGRAPHED CARDBOARD DISPLAYS

ideas

facilities

experience

The goods were good;
the ads were dandy;
The stores had stock
where it was handy;
Yet Timson's Tacks
fell flat, till they
Drove home their points
the INLAND way!

INLAND LITHOGRAPH COMPANY
CHICAGO 6 - RANDOLPH 8 - 3256

Department Store Sales ...

Week Ended Aug. 2 Off 2% from '51

WASHINGTON, Aug. 12—Department store sales in the week ended Aug. 2 picked up 10% over the previous week, but lagged 2% behind those of a year ago.

Seven of the 12 Federal Reserve districts reported declines from their 1951 dollar volumes. Biggest loss was 10% in the New York district. Biggest loss for any city was 16% in Newark.

Biggest gain for any city was Little Rock's 19%, although the St. Louis district still fell below its 1951 sales for the third week in a row.

■ The national average for the four weeks ended Aug. 2 was off 1% from last year. For the year through Aug. 2, the national average was down 3%.

Year-to-Aug. 2 records show

DEPARTMENT STORE SALES INDEX
1947-49 equals 100

Week to Aug. 2, '52*....p87
Week to Aug. 4, '51*....89
Week to July 26, '52*....79
Week to July 28, '51*....80
Week to July 19, '52*....82
Week to July 21, '51*....81

*Not adjusted seasonally.
pPreliminary.

store sales in the Atlanta and Dallas districts averaging 5% better than those of last year.

Federal Reserve District and City	% Change from '51		
	July	July	Aug
UNITED STATES	1	-2	-2
Boston District	-6	2	-3
New Haven	-7	2	-2
Boston	-7	2	-2
Lowell-Lawrence	9	7	-5
Springfield	1	9	-4
Providence	-3	-2	-4
New York District	-12	-9	-10
Newark	-14	-10	-16
Buffalo	-2	1	0
New York	-13	-11	-12
Rochester	-14	-4	-2
Syracuse	-5	-3	-2
Philadelphia District	-5	-3	-3
Philadelphia	-5	-3	-3
Cleveland District	-2	1	-1
Akron	-1	3	5
Cincinnati	-3	0	3
Cleveland	-2	4	-1
Columbus	7	6	6
Toledo	3	-1	-2
Erie	-6	4	1
Pittsburgh	-9	-2	-9
Richmond District	-3	-1	-2
Washington	-3	-3	-3
Baltimore	0	3	-1
Atlanta District	4	rs	4
Birmingham	-8	7	4
Jacksonville	8	9	13
Miami	13	13	3
Atlanta	7	7	2
Augusta	40	31	13
New Orleans	-3	17	10
Nashville	19	2	-4
Chicago District	1	-5	-2
Chicago	2	-11	2
Indianapolis	-2	-7	1
Detroit	-6	1	-7
Milwaukee	5	-2	-9
St. Louis District	-5	-5	-2
Little Rock	4	-6	19
Louisville	7	2	5
St. Louis Area	-5	-8	-5
Memphis	0	-8	-7
St. Paul	13	7	4
Minneapolis District	10	7	1

Minneapolis	10	7	-1
Duluth-Superior	1	4	3
Kansas City District	12	4	3
Denver	6	2	12
Wichita	7	7	-4
Kansas City	30	3	-11
St. Joseph	-3	-13	-3
Oklahoma City	2	2	9
Tulsa	14	16	19
Dallas District	13	2	3
Dallas	49	1	5
El Paso	49	1	4
Fort Worth	6	3	6
Houston	8	1	4
San Antonio	29	2	1
San Francisco District	2	-4	1
Los Angeles Area	6	-12	4
Downtown			
Los Angeles	3	-32	6
Westside			
Los Angeles	3	8	7
Oakland	2	-18	-14
San Diego	10	12	13
San Francisco	-1	-9	-10
Portland	-1	-8	-2
Salt Lake City	12	10	6
Seattle	13	-6	2
Spokane	14	-3	-2

rRevised.
*Data not available.

CBS Elects Two Directors

Adrian Twopy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS Television, have been elected to the board of directors of Columbia Broadcasting System.

Excello Forms Catalog Co.

Excello Press, Chicago printer, has formed Excello Catalog Publishing Co. The new company will assist "all members of the industry in the development and creation of catalogs and direct mail."

Samerjan to Leave 'Esquire'

George Samerjan, art director of Esquire for the last five years, will resign on Sept. 1. He has not announced his future plans, nor has Esquire announced his successor.

Sonic Appoints Howard

Arthur Howard, formerly with the sales department of Esquire, has been named sales and advertising director of Sonic Industries Inc., New York maker of electric clocks and phonographs.

NBC Appoints Davidson

William N. Davidson, formerly with Free & Peters, has been appointed national sales manager of the National Broadcasting Co. radio spot sales department.



"Take a memo—'Some interesting facts about RADIO in LOUISVILLE'"

- 1 There are 690,140 radio sets within 60 miles of Louisville—an average of 2.4 sets per family. 69% of these families have radio sets in their living rooms . . . 47% have sets in bedrooms . . . 40% in kitchens . . . 7% in dining rooms!
- 2 In the WAVE area, people spend 5,141,760 home hours per week listening to radio. They spend 1,050,000 hours per week listening to car radios.
- 3 On WAVE radio, 37¢ will deliver 1000 sales impressions! 1000 television impressions would cost you \$2.02—1000 by newspaper would cost you \$10.25!

Enough said? Check with Free & Peters for availabilities!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

WAVE
LOUISVILLE

5000 WATTS • NBC •



Free & Peters, Inc., Exclusive National Representatives

NEWS COVERAGE

of Localities in the Buffalo Market Orchard Park, for instance:



A residential village surrounded by country estates, Orchard Park is 15 miles from Buffalo. Each day its 2035 people buy 1271 copies of the Buffalo Evening News.

SELL THE NEWS READERS AND YOU SELL THE WHOLE BUFFALO MARKET BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

this is our country . . .



. . . our meeting place!

• What the automobile is to Detroit, agriculture is to the millions of families, farm and non-farm, who meet and shop in Main Street towns.

• Economically, socially and politically these families, farm and non-farm, are welded tightly together. Their children attend the same schools. They elect and live under the same local government. They meet and worship in the same churches. Each is the best customer of the other. Our business is helping you meet them with your sales message. We cover the Country-Side* market as no one else does.

• First, to help you reach and sell the farm families of the Country-Side market we developed the largest and most successful farm magazine in America—*Farm Journal*. Next, to meet the non-farm interests of Country-Side families we developed the only dual appeal magazine

which majors in the non-farm side of the Country-Side market—*Pathfinder*.

• Like the people of the Country-Side market, farm and non-farm, *Pathfinder* and *Farm Journal* belong side-by-side. Now, you can buy them that way—a 4-million package buy at a package price—the Country-Side Unit—a powerful approach to America's greatest market.

* The 19 million families, more than half the people of America, who live in trade centers of less than 10,000 population, in crossroads villages, down country lanes and on farms.

Farm Journal, Inc.

Washington Square, Phila. 5, Pa.
GRAHAM PATTERSON, *Publisher*



LIBEL OR SLANDER

ADVERTISERS • AGENCIES • CLIENTS
are all exposed daily to claims for LIBEL,
SLANDER, Invasion of Privacy, Violation of
Copyright.

INSURE THIS HAZARD!

Our unique policy is adequate and amazingly
inexpensive. Experience proves it's smart
to be protected.

WRITE FOR DETAILS AND RATES
**EMPLOYERS REINSURANCE
CORPORATION**
Insurance Exchange — Kansas City, Mo.

Simon Buys Out Partner

John D. Simon has purchased the interest of his former partner, Arthur E. Smith, in Simon & Smith, Portland, Ore., agency. No immediate change of name is contemplated. Mr. Smith has joined the Portland office of Alport & O'Rourke as an account executive and v.p.

Starski Joins Sanger-Funnell

Robert L. Starski, formerly assistant advertising manager of Matheson Chemical Corp., Baltimore, has joined Sanger-Funnell Inc., New York industrial advertising agency, as an assistant account executive.

Media Inc. Promotes Fielden

With the revamping of Media Inc., Miami agency, W. Arthur Fielden has been promoted to v.p. and general manager. Mr. Fielden has worked for Campbell-Ewald, Detroit; Frederick W. Ziv Co., Cincinnati, and E. I. du Pont de Nemours & Co., Wilmington, Del.

Hearst Promotes Carrick

Robert Carrick, formerly managing editor of *House Beautiful*, a Hearst publication, has been promoted to editor of *Guide for the Bride*, *Building Manual* and *Practical Gardener*, all part of the special publications division of Hearst Magazines.

Doremus Urges Brokers to Use Planned Merchandising, Aim at Mid-Income Group

NEW YORK, Aug. 12—Doremus & Co., advertising and public relations agency, last week released its interpretation of "Share Ownership in the United States," a market study relating to the securities business, made by the Brookings Institution for the New York Stock Exchange.

The survey shows that only 6,500,000 own stocks, about one in 16 adults, and one in 10 families. It shows that 24% of all stocks are held in New York; 10% in California, and another 20% divided among Pennsylvania, Illinois and Massachusetts. The remaining 46% is scattered throughout the country.

It shows that men own 36% of the shares, women 27%, institutions 25%, and that the remaining 12% is listed in joint accounts, trusts or under fiduciaries.

It shows six major reasons why people buy stocks: (1) for profit, (2) for income, (3) for gifts, (4) because of advice from others, (5) to strengthen their positions in the companies they work for, and (6) to build an estate.

■ It shows that since 1945, shareholdings have increased 14% (probably close to the actual increase in the number of stockholders), which indicates a growing public interest in stocks.

In its interpretation of the survey, Doremus & Co. emphasizes three basic points:

"1. The number of people who own stocks is far too low. From a previous estimate of 16,000,000 shareholders, the survey figure of 6,500,000 is disappointing. While only one family out of ten owns stocks, eight out of ten own insurance, five out of ten have savings accounts and four out of ten own Series E bonds. Two or three families out of ten does not seem an unreasonable 'guesstimate' of the potential market for stock ownership. This would increase the number of shareholders to 12,000,000 or 19,000,000.

"2. Planned merchandising to the middle-income groups is needed. One out of two families in the over-\$10,000 income group owns stocks. One out of five families in the \$5,000 to \$10,000 group owns shares, yet this latter income group accounts for 43% of the number of shareholders while the higher income group accounts for 21%. Only 500,000 of the over-\$10,000 families do not own securities. It is obvious that this middle income group offers a big market for broadening securities ownership. To reach an 8,000,000-family market the industry must adopt more mass merchandising methods.

■ "3. The old myth that the stock market is primarily a gambling establishment still exists. The most frequent reason for buying stocks by shareholders was for profit. If the income value of stock investment were more widely known there would be a larger number of stockholders and a reversal in the percentage of 'reason why' figures."

In its recommendations based on its interpretation of the Brookings survey, Doremus & Co. says that "the soundest way for a brokerage house today to build for the long term is to aim for the individuals in the middle income groups in the younger age brackets, from 30 years old to 50 years old."

For underwriters, the agency recommends: "Advertise new issues to individuals. Since 75% of all common and preferred stocks actually wind up in individuals' pockets, the effect of new issue advertising on ultimate buyers should be considered. This could be the subject for extensive study and, perhaps, major revision of the new

issue format."

In a note on women stockholders, the Doremus interpretation points out that "while women do not own 80% of the nation's securities as some have said, they do account for 50% of stockholders of record and 27% of actual share ownership. American Telephone & Telegraph distorts the true picture. With 2,000,000 shareholders (out of a total of 6,500,000 in the nation) and the number of women shareholders far exceeding men, this one company weights the number of women shareholders. "Of all women shareholders," it is pointed out, "about two-thirds are housewives, and 20% of the women, compared to 10% for men, own stocks through gifts or inheritance."

But since 27% of the nation's securities are registered in women's names, it is suggested that consideration should be given to the requirements of women in planning securities sales programs.

ABC Realigns TV Operation

Realigning the operation of its television program department, American Broadcasting Co. has created two separate departments to further streamline TV operations. Under the new setup Harold L. Morgan will serve as v.p. of the ABC television services department and Charles M. Underhill as national director of the ABC television program department. Both departments will be under the direct supervision of Alexander S. Stronach Jr., v.p. for the ABC-TV network.

Dunhill Buys Leitz

Dunhill International Ltd. has purchased E. Leitz Inc., New York, from the United States Government for \$787,000. The Leitz organization acts as distributor for Leitz Co. of Germany, maker of Leica cameras and manufacturer of optical goods. The New York unit was seized by the U. S. during the war. Leitz annual sales are estimated at about \$4,000,000. Dunhill International is the holding company of Alfred Dunhill Ltd., manufacturer of smoking articles.

Ward Names Guckenberger

A. F. Guckenberger, executive secretary of the New York State Food Merchants Assn., has been named advertising manager of Ward Baking Co., effective Sept. 22. Mr. Guckenberger also will resign as secretary-treasurer of the National Retail Grocers' Secretaries Assn., and as secretary of the National Institute of Food Trade Publications when he joins Ward. He will fill the position vacated about a year ago at the death of V.P. McKinnie.

Gunter Joins Resort Airlines

Kenneth C. Gunter, formerly sales promotion and direct advertising consultant to TWA and general advertising manager of Pan American World Airways, has been named director of advertising and public relations of Resort Airlines, New York. He also will continue as a director of K. C. Gunter Advertising Co.

'Corliss Archer' to Return

Following its summer hiatus, "Meet Corliss Archer" will return to the American Broadcasting Co. network, again sponsored by the Electric Companies Advertising Program, New York, beginning Friday, Oct. 3. The program will have a new slot, 9:30-10 p.m., EST. N. W. Ayer & Son, New York, is the agency.

Ogg to Houze Convex Glass

Erson V. Ogg, formerly director of industrial relations, Pittsburgh Plate Glass Co., and before that general manager of Phoenix Glass Co., has been named executive v.p. and general manager of L. J. Houze Convex Glass Co., Point Marion, Pa. He succeeds W. H. Board, who has retired.

Sears Selects DAVENPORT, IOWA QUAD-CITIES' SHOPPING CENTER FOR NEW \$3-MILLION STORE



and LEADING
ADVERTISERS CHOOSE
THE DAVENPORT
NEWSPAPERS
QUAD-CITY
LINEAGE LEADERS

Use the
**DAVENPORT
NEWSPAPERS**

Sears Roebuck's plans to erect a new \$3-million store in Davenport prove once again that Davenport is the Quad-Cities' outstanding shopping center. The DAVENPORT NEWSPAPERS give complete coverage of the rich \$451,526,000 Quad-City market — Davenport, Iowa; Rock Island, Moline and East Moline, Illinois — and are unquestioned lineage leaders in this area. Only these newspapers provide home-delivered circulation throughout the Quad-Cities.

**MORNING
DEMOCRAT**

Sunday
DEMOCRAT & TIMES

Evening
DAILY TIMES

Serving the Quad-Cities of
DAVENPORT, IOWA; ROCK ISLAND, MOLINE, and EAST MOLINE, ILLINOIS
HEADQUARTERS: DAVENPORT, IOWA

Represented Nationally by **JANN & KELLEY, INC.**

New Campaign Will Introduce Bonito to U.S. Housewives

SAN FRANCISCO, Aug. 12—Bonito, in case you don't know it, is a small tuna-like fish which is imported from Peru.

Wilbur-Ellis and its agency, West-Marquis, hopes to make Southern Star brand bonito as common a name to housewives as salmon with a new campaign in northeastern, eastern and middle-western marketing areas.

So easy to fix
So good to eat

Southern Star BONITO

Enjoy it in crisp summer salads or tasty sandwiches... delicious hot weather meals prepared without cooking or fussing. Try Southern Star Bonito wherever you see canned seafood... at a big saving, too.

Tasty as Tuna
Tender as Chicken

Southern Star BONITO

Southern Star bonito was introduced to the American market three years ago but presented a problem in consumer education to Wilbur-Ellis. After a thorough marketing study and dealer promotion campaign, the importer decided to test market the little fish with a money-back guarantee.

The results of the test are the basis for the company's steady schedule of weekly newspaper ads and extra-heavy promotion during three peak selling seasons—Lent, as a meat substitute; during the summer for salads and sandwiches, and during the fall.

This summer's promotion is the heaviest to date. Sunday supplements and TV are being used in addition to ads in *Everywoman's*, *Family Circle* and *Woman's Day*. A tie-in campaign with Best Foods' Hellmann's mayonnaise suggests to housewives: "Make this a salad summer."

Other ads feature Rita Bonito, a mermaid-type character reminiscent of Chiquita Banana; a tough looking fish next to a smaller, more feminine one with the caption, "Bonito is the tender one," and the slogan: "Tasty as tuna, tender as chicken."

Files for VHF in Denver

Mountain States TV Co., headed by Irving Jacobs, owner of Denver's Mammoth Gardens, a roller rink-boxing arena, has filed application with the FCC for VHF Channel 20 in Denver. The station expects to be in operation within three months, if permission is granted.

Ogden Water to Ross Roy

Ogden Water Purifier Co., Los Angeles, has named Ross Roy Inc., Los Angeles, to handle advertising and merchandising. The company is sponsoring a TV program on KTLA, Los Angeles, and a direct mail and dealer merchandising program is being developed.

Johnston Joins Geyer, Newell

Thomas G. Johnston has joined Geyer, Newell & Ganger, New York, as an associate copy director. Mr. Johnston previously was a v.p. and creative man with Hewitt, Ogilvy, Benson & Mather and Barton, Durstine & Osborn.

Chevrolet Shows Movie

Chevrolet Division of General Motors Corp., Detroit, has started showing a new movie which emphasizes the interdependence of industries and details the manufacture of an auto. The 29-minute color film, "American Harvest," is scheduled for 2,142 showings in theaters and before industrial and social groups. Chevrolet expects 5,000,000 persons to see the film.

Carity Joins Hastings as A.M.

Chester Carity, formerly an account executive with Huber Hoge & Sons, has joined the newly organized mail order division of Hastings Industries, New York, as advertising manager.

George Kern Leaves B&B

George Kern, who joined Benton & Bowles, New York, in 1940 as director of radio time buying, has resigned as group media director of the agency. His future plans will soon be announced.

FC&B Promotes Wolf

George Wolf, manager of radio and television programs for Foote, Cone & Belding, New York, has been promoted to radio and television production director.

Kent TV to Adams Agency

Kent Television Inc., Brooklyn maker of television receivers, has named A. D. Adams Advertising, New York, to handle its advertising.

WPIX Promotes Patterson

John Patterson has been promoted to sales director of WPIX, New York. Formerly assistant sales director, he replaces Jack Noone, who has resigned.

if

you are interested in giving your product promotion program greater selling impact with the consumer at the local level...

Write to Dept. S-2.

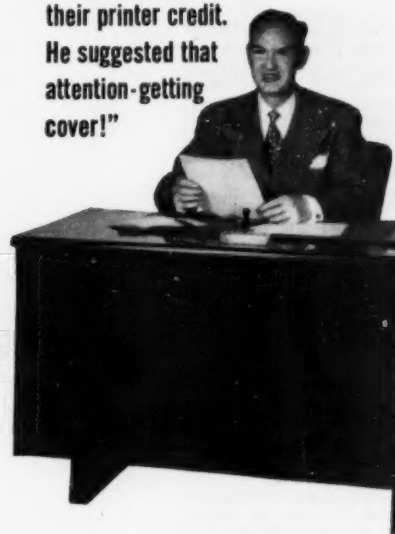
Drake PUBLISHING COMPANY

185 NORTH WABASH AVENUE • CHICAGO 1, ILLINOIS
SPECIAL CONSUMER PUBLICATIONS AND MAGAZINES
DIRECT CONSUMER PROMOTIONS



"Isn't this new Acme catalog a fine job?"

"Sure is! And give their printer credit. He suggested that attention-getting cover!"



Let your printer show you how a lively cover invites readership, wins favorable action for catalogs, broadsides, booklets

You raise your catalogs, booklets and other mailings far above the "run-of-the-mill" when you add an attractive cover—one that conveys an impression of importance and quality to the reader.

Ask your printer to show you examples—on Hammermill Cover. In bright white or any of eleven lively colors, it

provides a pleasing background for a cover that wins further inspection. And Hammermill Cover is long-lasting, keeps on working and selling for you long after you send it out. It's backed by the famous "Hammermill" name, known and respected by thousands of buyers of business printing. Send today for the free sample book.



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.



HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Company
1459 East Lake Road, Erie 6, Pennsylvania

Please send me—FREE—the up-to-date sample book of Hammermill Cover.

Name _____

Position _____

(Please attach to, or write on, your business letterhead.) AA-6-18

Along the Media Path

• The *Wichita Beacon* began construction of a \$2,000,000 newspaper plant Aug. 12. One feature of the new plant will be railroad trackage permitting newsprint to be moved directly to the pressroom from railroad cars. This operation will save an estimated \$50,000 a year in trucking costs.

• *Look* is planning two fall promotions around articles scheduled for the Oct. 21 and Nov. 4 issues. One is the magazine's semi-annual drug industry promotion, which will be supported by a three-page article by Anita Colby on the "All-American Look." Participating druggists—*Look* says there will be more than 3,000—get a merchandising kit and a chance to compete in a display contest.

The second promotion is geared for food retailers. The theme is "Party-Time" and the editorial support includes: An Oct. 21 feature, "Cheesetown, U.S.A.," and a Nov. 4 article, "Popcorn Festival."

• *Woman's Home Companion* has put out a kit to show advertisers the services it provides in the way of reprints, displays, labels, window streamers and other sales aids which use the magazine's name. Cost prices—based on quantity runs—are quoted.

• Promotion calendars are not new. But *County Agent & Vo-Ag Teacher* believes it has come up with a unique variation. The magazine, published by Ware Bros. Co., Philadelphia, is circulating a pictorial calendar which shows the subject matter to be covered by the publication during each month of 1953. The calendar is designed along lines of the old farmer's almanac.

• One of the largest reprints ever prepared for an advertiser by a magazine is a 94-page souvenir booklet done by *Town & Country* for Frederick & Nelson, Seattle department store. The magazine's August issue features Seattle, which is now celebrating its centennial, and the department store ordered 75,000 copies of the special edition.

• The *Canadian Home Journal* is out with its 1952 survey of subscriber families. Done by Gruneau Research Ltd., Toronto, the study covers such data as automobile and home ownership, sex and age of subscriber, family size and economic classification. Copies are

ly to Super Market Institute members.

• *WOW-TV*, Omaha, has installed new camera facilities which enable the station to stage "live" announcements 20 seconds or greater in length at any time.

• *Boys' Life* reports lineage from January to August of this year is up 22.9%; *True* says its revenue for the first six months of 1952 is up 8%, and *House Beautiful* re-

ports its current issue carries more advertising than any previous August issue.

Evans Adds Three to Staff

Three members have been added to the staff of David W. Evans & Associates, Salt Lake City. David M. Meyer has joined the agency as a radio and television technician; William Onyon has been added to the layout and production department, and Dale Kolbourne has been named production assistant and artist.

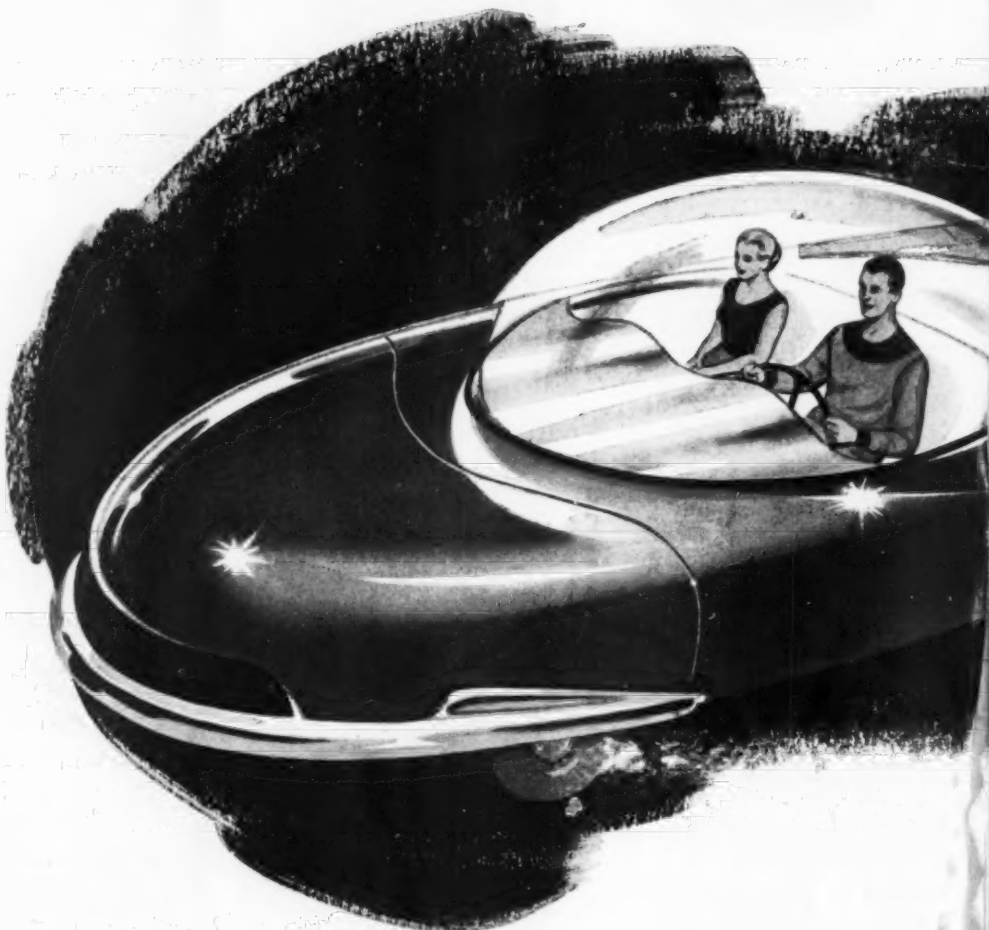
Calvert Promotes Rosen

Sidney Rosen has been promoted to assistant general sales manager of Calvert Distillers Corp., with offices in Chicago. He has been manager of the eastern division. He joined Calvert in 1936 as a sales representative in central Illinois.

WOR Promotes Driscoll

Dave Driscoll, in charge of news and special events for WOR, New York, for the past 12 years, has been named director of news and special events for WOR-TV.

The Iron Age...and the



8x10
GENUINE
GLOSSY
PHOTOS
in Quantities
SELL BETTER!

FOR ALL
PURPOSES
Sharp, clear,
crisp! Prompt
Delivery!

COPIES		PRICE
1000		\$65.00
100		8.50
50		5.00
25		3.50
12		2.40
6		1.92

PHOTOMATIC CO.

33-59 E. Illinois St., Chicago 11, Illinois
Phone, WHitehall 2-910

Pittsburgh Steel Makes Four Exec Changes in Sales Dept.

Allison R. Maxwell Jr., assistant general sales manager since March, 1949, has been promoted to v.p. of sales of Pittsburgh Steel Co. He has been with the company since July, 1935. Marvin J. Bair has been advanced from sales manager of the Thomas strip division to general sales manager.

Norman J. Froelich, assistant general sales manager, has been assigned additional duties and is now in charge of the sale of rods,

manufacturer's wire, merchant products and chain link fence. John C. Cercone, manager of sheet sales, is now assistant general sales manager in charge of sheets and semi-finished products.

Opens Pittsburgh Office

John Shrager Inc., New York agency, has opened a branch office at 1711 Blvd. of the Allies in Pittsburgh. Wally Allen, formerly executive director of the Committee of Pennsylvania Showmen, heads the office.

Mitchell Schedules Ads for Two Bed Lamp Radios

Mitchell Mfg. Co., Chicago, will use ads in *Look* and *Time* to promote its Tone-Alarm and Lullaby bed lamp radios.

The Mitchell Tone-Alarm has a Telechron clock unit which can be set to turn the radio on at any time. The Lullaby features a Mitchell radio combined with tubular reading light. The radio and light can be operated separately or together. George Brodsky Advertising, Chicago, is the agency.

Westinghouse Names Farnham

Richard E. Farnham, formerly advertising and sales promotion manager of the distributing division in Boston for Admiral Corp., has been named public relations supervisor of the television-radio division of Westinghouse Electric Corp., Sunbury, Pa.

Shea Leaves 'Counterpoint'

Thomas E. Shea Jr. has resigned as advertising manager of Counterpoint, San Francisco. He plans to take an extended trip East.

car of tomorrow



The classy chassis you'll be wheeling in the next decade will be the streamlined brain child of a man reading this week's issue of *The IRON AGE*.

If he's a metallurgist, he'll be reading about the newer, lighter, stronger alloys for its many moving parts. If he's an engineer he'll be looking for new methods of machining, stamping, welding, casting, forging, finishing — and more efficient components. If he's a production man, he'll be digging out data on new dies and machine tools to hasten its construction. If he's top administration, he'll be checking on sources and prices of materials to give more value.

No matter who he is . . . if he's a top metalworking man in administration, engineering, production, purchasing — it's a thousand to one he's an *IRON AGE* reader.

THE IRON AGE . . . METALWORKING'S STAR REPORTER-FORECASTER

For almost 100 years *The IRON AGE* has been collecting and relaying timely industry news . . . hot news from a thousand sources, relaying it to 136,958 executives in all branches of metalworking. No other magazine can equal its sweeping coverage of so many significant metalworking subjects.

Thus, when *The IRON AGE* describes the applications, limitations, machinability, working properties, availability, sources and costs of new metals, for example, it is playing a major role in the fashioning of future products.

THE IRON AGE . . . METALWORKING'S BASIC SELLING TOOL

Because of the broad editorial appeal of *The IRON AGE*—markets and prices, full length engineering and production articles, labor-management relations, weekly news published on a fast-paced newsmagazine schedule—it attracts top executives in administration, production, engineering, financial, purchasing. And, most important to you, these executives are the proven buying influences in the industry.

Metalworking is more than 45% of all industry . . . it's \$80 billion big! To sell it you need the help of *The IRON AGE* whose wide editorial range results in an unequalled horizontal circulation coverage across the industry. Also, it results in a greater advertising acceptance than you'll find in any other metalworking medium.

The most successful salesman in the industry . . .

The Iron Age

No. 1 in metalworking



A CHILTON PUBLICATION, 100 E. 42nd ST., N. Y. 17, N. Y.

SOUTH CAROLINA'S SUPERMARKET!

GREENVILLE

SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

(U. S. Census, 1950)

LEADS BY FAR IN

GENL. MDSE. SALES

GREENVILLE \$22,089,000.

Columbia 15,836,000.

Charleston 12,204,000.

Sales Management 1952

Greenville leads also in Population, Retail Sales, Wages, and Autos & Trucks. South Carolina's Largest Metropolitan Area is your first market in S. C.

if in S.C. you sell it... pick the N-P to tell it!

Greenville News

GREENVILLE PIEDMONT

Represented Nationally by WARD-GREVILLE COMPANY, INC.

Operators of WFBC - NBC - 5000 Watts

Serving South Carolina's Supermarket

Daily Circulation 96,969

Offers Packaging Booklet

W. C. Ritchie & Co., 8802 Baltimore Ave., Chicago package design and manufacturing company, has put out a 16-page booklet, "101 Ways to Better Packaging." Copies may be had by writing the company.

Seelig Gets Goodman's Guns

Seelig & Co., St. Louis, has been named to handle advertising for Goodman's for Guns, St. Louis, national dealer in domestic and imported sporting arms and hand guns. Sport, outdoor and men's magazines will be used.



WELCOME—New office of J. M. Mathes Inc. at 260 Madison Ave., New York, boasts this main reception room. Then there's an experimental kitchen, lunch and assembly room, a projection room for movies, radio and TV, and a special reception lounge for publication representatives. New quarters give the agency 5,000 square feet more floor space than it had before.

Drug & Cosmetic INDUSTRY

Covers an industry that is making its own brilliant future through research

Also Publishers of Beauty Fashion

Appoints Cockfield, Brown
Chateau-Gai Wines Ltd. has appointed Cockfield, Brown & Co., Toronto, to handle its advertising.

Y&R's Mr. Woods Explains 'How to Get the Breaks'

NEW YORK, Aug. 15—The latest number in the "how to" books is "How to Get the Breaks" by Henry F. Woods Jr., manager of Young & Rubicam's publicity and public relations departments. The book (239 pages, \$3.50) will be published Monday by Wilfred Funk Inc.

According to Mr. Woods, breaks are important to successful people and they just don't happen to anyone. Actually, writes Mr. Woods, you make your own breaks. The author offers concrete suggestions on how to plan your breaks and make the most of them. Some of these tips are:

- Be observant, have faith in yourself, watch for changes, meet people, set a goal for yourself, never ignore a hunch, profit by experience, learn to get ideas, keep up to date, promote yourself, use your imagination, don't be afraid to gamble.

Dotted throughout Mr. Woods' book are examples of people who took advantage of the breaks: Gen. Eisenhower, Clarence Birdseye, Eddie Rickenbacker, Gabriel Heatter, the Wright brothers and George M. Pullman.

This is Mr. Woods' second "how to" effort. He previously wrote, "How to Become Well Known," as well as "Profitable Publicity."

Hooper Elects Three V. P.s

Three v.p.s have been elected by C. E. Hooper Inc., New York, publisher of Hooperatings. They are Nadine E. Miller, for the past five years director of press and public relations for the company; W. Bruce McEwen, former account executive, who becomes v.p. in charge of radio and TV service to advertisers and agencies, and Richard K. Doan, currently program director for WCBS-TV, who joins Hooper on Aug. 18 as v.p. in charge of service to television stations.

Seven Stations Join ABC

Seven new stations have become affiliated with American Broadcasting Co.'s radio network, bringing the total number of affiliates to 343 stations. The new stations are: WAUD, Auburn, Ala.; WWPF, Palatka, Fla.; WDUN, Gainesville, Ga.; WSKB, McComb, Miss.; WMEV, Marion, Va.; WFRP, Savannah, Ga., and WMGA, Moultrie, Ga.

Seiberling Promotes Johnson

Walter T. Johnson will become assistant general sales manager, a new post, for Seiberling Rubber Co., Akron, on Sept. 15. He was Atlanta district manager.

Quinn to Anderson & Cairns

John J. Quinn, production manager of Pedlar & Ryan for the past 17 years, has been appointed head of the production department of Anderson & Cairns, New York.

Libbey Promises Ad Support to Safety Top Plan for Drugs

WASHINGTON, Aug. 12—The Libbey-Owens-Ford Glass Co. says it stands ready to use national advertising and publicity to support any program which the drug industry adopts to use distinctive closures as an extra safety measure in the labeling of drugs.

The company has approached trade associations in the drug field with a plan to standardize the use of white tops on bottles of drugs for internal use only. While the trade manifested interest in all safety proposals, the company ran into considerable criticism of the plan elsewhere.

One of the major objections, it was told, is that there is no way to prevent the use of white closures on products which are perfectly safe and to reserve white for the dangerous drugs.

Another objection was that white caps are in common use in the cosmetic field, where they are considered particularly effective by packaging experts.

- Still another objection was that tops might easily be switched from one bottle to another.

Proposals for distinctive tops on dangerous medicines have circulated in the drug industry for many years.

Libbey-Owens-Ford became interested as a manufacturer of plastic closures.

Wyatte Hicks, public relations manager of the Plaskon division of the company, said all the many groups contacted by his company "were in favor of any practical plan to reduce the thousands of deaths and injuries resulting annually from misuses of products in the home."

He said the plan to use red and white safety closures to indicate external and internal medicines, respectively, was but one of the proposals talked about.

- "In the event a feasible plan is developed, we are ready to support it with national advertising and publicity," he said. But he added that the firm would not attempt to promote any plan that did not meet with substantial support from the drug industry, professions and safety authorities.

Mr. Hicks said his company felt the use of closures as safety indicators should in no way detract from labels and, if possible, should be designed to increase the necessity of reading the label of the package. He also expressed the opinion that no system should preclude the use of white or other popular colors on other packaged goods, such as cosmetics and toiletries.

Among the groups contacted were the Proprietary Assn. and the National Assn. of Retail Druggists. One of the promotion ideas was to give a safety award to druggists who adopt the use of the special closures on prescription medicines.

Promotes Austin to A. M.

James F. Austin has been promoted to advertising manager of Colorado Rancher & Farmer. He has been acting advertising manager since the recall of R. W. Cockburn to the Air Force in March, 1951. His new appointment results from Mr. Cockburn's acceptance of an extended appointment to duty in the Air Force.

Crosley N. Y. Office Moves

The eastern division sales office of Crosley Broadcasting Corp. is moving to new quarters in the International Bldg., New York.

Halloran to Display Corp.

Jerry Halloran, formerly advertising manager of Hudepohl Brewing Co., Cincinnati, has been named an account executive in the Chicago office of Display Corp.

410 thousand Booth Michigan families spend 14.2% more than the national average on grocery store purchases!

(1951 Sales Management Survey of Buying Power)

Today's selling is a newspaper job . . . and 1754 Booth Michigan grocers will welcome your ad schedules in their home-delivered Booth Newspapers!

TOTAL CIRCULATION 410,746

up 12,095
in a year

FOR NEW MARKET FOLDER CALL NEAREST BOOTH OFFICE—A. H. Kuch, 110 E. 42nd Street, New York 17, New York, Murray Hill 6-7232 • The John E. Lutz Co., 435 N. Michigan Ave., Chicago 11, Ill., Superior 7-4680

BOOTH Michigan NEWSPAPERS

GRAND RAPIDS PRESS • FLINT JOURNAL • KALAMAZOO GAZETTE • SAGINAW NEWS
JACKSON CITIZEN PATRIOT • MUSKEGON CHRONICLE • BAY CITY TIMES • ANN ARBOR NEWS

Koehler Heads American Hairdresser Publishing Co.

Joseph M. Koehler has been elected president and director of American Hairdresser Publishing Co., New York. He succeeds John D. Murray, who has resigned. Mr. Koehler rejoined the corporation last July after a hiatus of 15 years. During that time he was editor of *Billboard*, founding editor of *Sponsor* and publisher of *Today's Advertising*.

In his new post he will be general manager of the company's publications, *American Hairdresser*, *Beauty Culture* and *Barber's Journal*.

'Mississippi Farmer' to Bow

The *Mississippi Farmer* will appear in January, 1953. Published

by Thomas J. Anderson, publisher of *The Arkansas Farmer*, the magazine will have the same general policy as that publication. Its headquarters will be in Jackson, Miss. Editor and general manager is Frank B. MacKnight, formerly with Katz Agency in Chicago. The ad rate will be 30¢ a line for *MF* alone, 20¢ in combination with *AF*, making a \$1 a line rate for the two magazines. Initial guaranteed circulation is 1,500.

Ferguson Appoints Webster

Harry Ferguson Inc., Detroit, has appointed Lewis A. Webster sales administration manager. Mr. Webster, whose experience in the farm machinery field includes 12 years with Massey-Harris Co., succeeds William A. Kimball, who has been made a regional manager.

Diana, Angerman to Merge

Negotiations for Diana Stores Corp., New York, to buy a substantial stock interest in Angerman Co., women's apparel chain, have been concluded. Angerman has 61 retail outlets in 17 states. Diana has 111 outlets in 13 states. Officials describe the move as preliminary to "a proposed merger designed to create a 172-store chain operating in 30 states, with annual sales exceeding \$30,000,000."

English Gets Tech-Ad Accounts

Lee English & Associates, recently formed Pittsburgh agency, is taking over the active accounts and personnel of Tech-Ad Agency, Pittsburgh. All operations will be moved to the Lee English agency address.

UTAH...
POPULAR YEAR-ROUND TOURIST ATTRACTION

3,000,000 tourists annually, in addition to Utah's growing, prosperous economy, is a lucrative market to tap. You can reach the bulk of this market with thrifty **Packer** "heart of the city" POSTER locations in Salt Lake City and Ogden.

Write today for details.

THE HARRY H. PACKER COMPANY
Salt Lake City, Utah
Warren R. Hadley, Manager, Utah Division

Schlitz
The Beer That Made Milwaukee Famous

TO BOOST A BRAND... OR BLAZE A TRAIL

PORTLAND EXIT 8 MILES

TO BOOST A BRAND... OR BLAZE A TRAIL

REG. U.S. PAT. OFF.
Say it in "SCOTCHLITE"!
REFLECTIVE SHEETING

American business has a job to do, telling and selling the story of its products to an ever-expanding market. It's a BIG job—getting bigger and more important every day.

That's why market-wise businessmen turn to "SCOTCHLITE" Sheeting for better looking, harder-hitting outdoor campaigns. They know signs made of this brilliant reflective material reach more people, sell harder than any other outdoor medium.

And signs made with "SCOTCHLITE" Sheeting work right around the clock! At night when ordinary signs go "out of business", these reflectorized signs still command attention—lit up in full-color brilliance by the headlights of every passing car.

So, whether you are boosting your products through outdoor advertising—or blazing a super-highway for maximum safety and beauty, you'll do it better with "SCOTCHLITE" Sheeting!



OUTDOOR ADVERTISING is a better buy when reflectorized with "SCOTCHLITE" Sheeting; delivers dramatic impact in true color. Packs a greater sales wallop!



THIS DIESEL LOCOMOTIVE has brilliant markings of reflective sheeting for greater nighttime visibility. Colorful striping adds to appearance of equipment, too.



REFLECTORIZED TRUCK EMBLEMS do a double job; prevent costly rear-end collisions, give you free advertising that SELLS, on the finest possible position.



TRADE-MARKS for store fronts, point-of-purchase signs reproduce perfectly in colorful reflective sheeting, offer full day-and-night visibility.

"How to Sell 24 Hours a Day"



A handbook for executives
WRITE TODAY for booklet telling how to double the **SELL** of your outdoor advertising... provide greater safety and improved public relations through signs made with "SCOTCHLITE" Sheeting.

USE THE HANDY COUPON

MINNESOTA MINING & MFG. CO.
Dept. AA82, St. Paul 6, Minn.

Please send me booklet "How to Sell 24-hours a Day"

Name.....

Company.....

Address.....

City..... Zone..... State.....



Who uses signs of "SCOTCHLITE" Sheeting?

Across America, advertisers—and those responsible for public safety—are increasing the effectiveness of their outdoor messages with this powerful telling and selling medium... here are a few:

OUTDOOR ADVERTISERS

- Admiral
- Ford
- Dutch Boy Paints
- Hamm's Beer
- Standard Oil
- Manhattan Coffee

RAILROADS

- Great Northern
- Northern Pacific
- Rock Island
- Santa Fe
- Union Pacific
- The Milwaukee Road

FLEET OPERATORS

- Navajo
- P. I. E.
- Texaco
- Missouri-Pacific
- Schlitz Beer
- Greyhound Bus

HIGHWAY SAFETY

In every state of the union safety signs of "SCOTCHLITE" Sheeting provide a warning message, instantly visible 24 hours a day!

Latest trend in highway signing is the use of vivid color-keyed signs for:

- Highway Route Markers
- Turnpike Signs
- Park Trail Blazers
- Traffic Warning Signs
- State Entrance Signs
- Municipal Street Signs

Who sells signs of "SCOTCHLITE" Sheeting?



Your local sign man will be glad to tell you about signs made with "SCOTCHLITE" Sheeting. For his name—and for FREE booklet, "How to Sell 24-hours a Day", write today to Minnesota Mining & Mfg. Co., Dept. A4, St. Paul 6, Minn. Use the handy coupon.

Made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tapes, "Underseal" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can.

Anonymous British Adman Admires U. S. Overseas Magazine Promotion

'Recorder' Article Says It's American Ballyhoo That Sells

NEW YORK, Aug. 13—"What is Britain sending the world today in powerful written words? Not much—by comparison with America."

This is the trenchant beginning of an article on "Paying the Americans To Take Our Trade," written by "an advertising agent" in *The Recorder* for June 7.

The agency man notes enviously that no British magazines have overseas circulations to rival *Life*, *The Reader's Digest*, and *Time*.

"Does any British magazine sell a quarter of a million copies every week in Canada? In our own most important dominion *Life* does, and *Time's* weekly Canadian sale is 130,000 copies."

"Does any British magazine sell over 1,000,000 copies in that rich and vitally important market—South America? *The Reader's Digest* does."

The magazines are important as "ambassadors extolling the attractions of the American way of life" and as "Uncle Sam's commercial travelers they are of a value impossible to estimate."

■ Why have American magazines succeeded outside the U. S.? The British agency man says simply: "Fundamentally the reason lies in the American genius for the new idea, and also for publicity, propaganda and sales promotion—ballyhoo if you like. But it's ballyhoo that sells."

"I am in the advertising business. Ever since the war I've been bombarded by sales talk and promotion literature about the progress of American magazines. I am never left in doubt about their circulation figures, their advertisement rates and their growing success."

"I am constantly attended by virile young sales representatives. I am befriended and entertained by all manner of delightful people from vice-presidents downward."

"Further, the American magazines pour copies into advertising offices, they merchandise the ads to agents, distributors and important customers overseas."

"This article is to praise the Americans for their wonderful enthusiasm and initiative," the agency man confessed, "but why, oh why, cannot we in Britain be as enterprising?"

■ "We have scores of brilliantly edited, superbly written magazines in Britain," he continued. "If only we had one proprietor, publisher or

editor who had the courage and the genius to put all his money, energy and ability behind one good magazine that could tell the story of Britain to the world with as much power and inspiration and success as the Americans tell their story.

"What *Time* and *Life*, *The Reader's Digest* and *The Saturday Evening Post* have done in building world-wide circulation we could do—and we have a better, richer story to tell; we have better journalists, writers and editors than any other nation on earth. The

Americans would be the first to admit that. But it takes more than writers and editors to build a world magazine. It needs a business man behind it with a battering ram enthusiasm and the frenzy and zeal of an evangelist.

■ "Finance devoted by industry to the production of one truly great British magazine that in ten years could sell even 2,000,000 copies around the world [the overseas circulation of *The Reader's Digest* alone is 6,500,000 a month] would be one of the finest investments this country has made in years.

"It would pay bigger dividends than some of our puerile efforts at overseas propaganda."

The Recorder is a right-wing weekly, and has been publishing

editions in Canada, South Africa and Australia from page matrices made up in London.

It has called itself the first world newspaper and is owned by William James Brittain, who bought it in 1934 when it had sunk to 700 circulation. Mr. Brittain is a graduate of the Beaverbrook training ground and acquired the *London Advertiser* in 1939, *Great Britain and the East* in 1941, *Latin-American World* in 1942 and *Imperial Review* in 1944.

In a box along with the advertising agency man's article, *The Recorder* said it did not order it, but it was sent in spontaneously by "one of Britain's leading advertising agents who, in his business, contributes to the situation he describes."

The editorial seconds the agent's notion that Britain has the writers to produce top notch magazines, but "meanwhile, British manufacturers, by their advertisements, are sustaining the international editions of American magazines, financing their spread into all countries."

"These magazines are not anti-British, but they believe that things American are better than things British, and naturally that is the message which week by week, month by month, is being given to people who are our customers—and some who used to be."

"Because the articles and news in these magazines are teaching the world that America is best, American exports are being put ahead of British—at our expense."



JIM CAIN SAYS: SLICK KIT IS A POWERFUL GOOD-WILL SALES BUILDER

A New Clever Pocket Folder That Holds Comb and Nail File! With or Without Name Imprint

Low in price, light in weight for easy handling and low cost mailing — "Slick-Kit" is a clever advertising specialty with a universal appeal to men and women alike. Offers a new convenience in a handy pocket folder with 3" comb and 4" steel nail file in inside pocket inserts. Made of pure virgin vinyl plastic with hard outside design and glossy inside finish.

FREE SAMPLE and quantity prices sent on request. See the "Slick-Kit" and judge for yourself its powerful advertising appeal.

CHARMS & CAIN (Mfgs.) 497 S. Dearborn St. Dept. AA-81, Chicago 5, Illinois.

West Coast Ad Clubs to Celebrate 50th Year in '53

The Advertising Assn. of the West and the San Francisco Advertising Club will celebrate their 50th anniversary at the AAW convention in San Francisco in 1953. Through "Ad Age," weekly publication of the club, all organizations in the West that will celebrate their 50th anniversary next year are invited to join.

Promotes Leonard Robb

Stewart-Warner Corp., Chicago, has promoted Leonard L. Robb to head sales to car factories and other original equipment users of Alemite lubrication equipment and Stewart-Warner instruments. He joined the company in 1928 and most recently was assistant to the president.

Belrug Schedules Ads in 5 Magazines for Cotton Carpets

GREENVILLE, S. C., Aug. 12—Ten full-color pages and supporting b&w space in five magazines will spearhead a new campaign for Belrug Mills this fall.

The ads will promote the company's three grades of cotton carpet: Wunda Weve, Wunda Loom and Wunda Luxe. The Wunda Weve campaign will feature two new colors, turquoise and avocado. Ads will suggest decorating color schemes with which the new colors can be used.

The opening ad, which will break in September issues of

Good Housekeeping, House Beautiful, House & Garden, Living for Young Homemakers and Town & Country will show a hostess wearing a bright red skirt seated on a turquoise Wunda Weve carpet playing solitaire.

The ad also will offer a free booklet to readers to show complete rooms using the turquoise color. Ads will run in these magazines through November, the latter month in black and white.

John Falkner Arndt & Co., Philadelphia, is the Belrug agency.

'El Imparcial' Names Int'l

Editorial El Imparcial Inc., San Juan, P. R., publisher of *El Imparcial*, has named International Newspapers Representatives Inc., New York, its sole representative.

Promotes Carroll Cheverie

H. B. Humphrey, Alley & Richards, Boston, has promoted Carroll L. Cheverie from assistant treasurer to treasurer and director.

'Air Force' Appoints Andrews

Douglas A. Andrews, formerly advertising manager of *Flying*, has joined the executive sales staff of *Air Force* in New York.

Smith Opens Chicago Office

Harry W. Smith Inc., New York publicity consultant, has opened an office in the Palmolive Bldg. in Chicago.

Reish Appoints Bruce Sutton

Reish Products Inc., South Bend, has appointed Bruce B. Sutton sales director of its container division.

WHAT KIND OF A RULER



DO YOU USE?



No, we're not talking about inches and feet, we're talking about the standard you use in buying photoengravings. Just what do you look for?

SIZE? Pontiac has over 40,000 square feet and over 200 people devoted exclusively to servicing the advertising profession. **Modern Progressive Management?** We've played a considerable part in developing many of the newest plate making techniques in use today; in fact over 3,500 visitors in the Graphic Arts Industry have toured our plant in the past 4 years.

EQUIPMENT? Just imagine a plant with over 20 proofing presses ranging from two —4 color Vandercooks on down. Plus the largest installation of electric etching machines and strip film cameras in the U.S.

SERVICE? We've had 40 years' experience in serving the advertising profession with not one, but six unified services!

QUALITY? Our growth and the hundreds of customers who have done business with us from our first day is the best testimonial to the quality of our work.

No matter where you are or what you buy you owe it to yourself to inquire into Pontiac's wonderful service. Drop a card or write and let us tell you more.

6 UNIFIED SERVICES

- COLOR PROCESS
- ENGRAVINGS
- ART WORK
- PHOTOGRAPHY
- TYPOGRAPHY
- ELECTROTYPING

PONTIAC Engraving & Electrotype Co.

812 WEST VAN BUREN ST. CHICAGO 7, ILLINOIS

call HA 1-1000.

Los Angeles television viewers did!

Four Los Angeles channels carried the same picture from Chicago, but the people's choice was KNXT! During both conventions,

When the big speeches were made and the presidential candidates nominated, the KNXT Hooper count was up to 112% larger than any other station's!

And throughout the show, KNXT had the biggest share-of-audience by far...12% greater than the second station's for the Republican Convention, 23% greater for the Democratic!



This convention sweep comes as no surprise. KNXT's daytime share-of-audience is up 83%, and its nighttime share up 39%. May over November, according to ARB.

If you want to get on the best bandwagon in the nation's second TV market, get on KNXT. For details and availabilities, just ask your CBS Television Spot Sales representative.

Channel 2 **KNXT**
Los Angeles CBS Owned
Represented by CBS Television Spot Sales



A market not duplicated by any other news

People with more responsibility, less time

America has a habit of rewarding ability and responsibility with a title, more work, and more responsibility. While titles mark the people with the higher-income and the men who make the important decisions and purchases, they also mark the people with less time. Less time to see people. Less time to read everything. More and more such people are *concentrating* their reading in "U. S. News & World Report" —because this one so completely serves their need for the essential news that affects important business, important incomes, and important decisions.

Class News Magazine

"U. S. News & World Report" is read by men in the key positions in every kind of business: plant managers and treasurers, purchasing agents and presidents, office managers and engineers, sales managers and production chiefs. One characteristic they share in common — a keen interest and large stake in news that helps them in their business. That keen interest can also include the news of your product, your service, and your company. Because of non-duplication with the other news and management magazines, they constitute an important market available only through the advertising pages of "U. S. News & World Report."

magazine

**U.S. News
& World Report**

FIRST IN ADVERTISING GROWTH

1951 Revenue Gain 53% Over 1950; Greatest in Its Field

FIRST IN CIRCULATION GROWTH

1951 ABC Gain 18% Over 1950; Greatest in Its Field

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Damned If You Do, Damned If You Don't

To the Editor: AA's editors may have missed the point of Mr. Kramer's letter (in which he criticized the Creative Man's analysis of the Levy bread ad). Indeed, their apology compounds the original error.

It is not necessary to question the Creative Man's "good will" to challenge his comments. I, for one, am willing to accept without question the factor of good will.

Nonetheless, the Creative Man, in his discussion of the copy, did accept a stereotyped description of

the Jew. In so doing, he fell into an error.

Many men of good will accept stereotypes; it has been part of our cultural heritage for a long time. One of the major contributions of propaganda analysis of the last two decades has been the plucking of random ideas from our speech and our writing, and clearly placing them in a category which can be defined, observed and corrected. Many men speak of the "lazy darkie" or the "drunken Mick," not only with good will, but frequently with affection. Whatever the emotion, however, the damage is still great.

Persons engaged in advertising should know this elementary principle; certainly so excellent a critic as is the Creative Man should be aware of it. Under the circumstances, it was not so much an apology that was in order as was a frank admission of an awful boner.

But what an apology that was! . . . extraordinary care must be used to avoid treading on sensibilities which have been sharpened by too many instances of ill will.

Sharpened sensibilities are hardly the issue. The remarks of the

Creative Man would have been no more intelligent if he had been the first to utter them. The essence of criticism of the use of the stereotype is that it is not only trite, but also that it was stupid and untrue in the first instance. Your "apology" implies that if it were not for the "sensibilities," the comments would have been all right.

Is it asking too much to require that critics of advertising learn the sociological facts of life?

ED GREIF,

Banner & Greif, Public Relations, New York.

To the Editor: It was disappointing to see you knuckle under to the hot letter about Levy's bread. While possibly it wasn't "good business" to have brought up the subject at all, it was worse to back down on an honest academic point.

Your Creative Man was discussing what social scientists call "stereotypes." Admitting the existence of a stereotype doesn't mean we encourage its existence. Stereotypes exist about Levy's, about Murphy's, about Olson's, about Popolopous's, about Takasawa's; about admen, about bankers—our collective consciousness is loaded

with stereotypes, some stronger than others. Magazine advertising picturing lovely Anglo-Saxon maidens and rugged Nordic men bows to people's stereotyped ideas.

Your Creative Man only pointed out the stereotype conflict Levy's bread encounters. He was right. And your reader was right in believing the Levy stereotype oughtn't to exist; but he shouldn't have blamed Creative Man for mentioning it in a trade newspaper—you can't be in advertising and avoid the problems of stereotypes.

Of course these are personal opinions and do not necessarily reflect those of this agency.

J. T. ORCHARD,

Marketing Department, Batten, Barton, Durstine & Osborn, New York.

Reprint in Book Form Planned for Lasker Series

To the Editor: Those Lasker articles are classics!

I know a lot of people feel as I do, that they should be put into permanent form within the covers of a book.

Here's my order for ten copies. I know there are thousands more who'd order them too.

It's a big journalistic scoop. Congratulations!

JOSEPH KATZ,

The Joseph Katz Co., Baltimore.

When the Lasker series is completed, it will be reprinted in one volume.

Wants to Hear Smith's Side in Debate with Woolf

To the Editor: Found Jim Woolf's basic treatment "It's Still Salesmanship in Print, Even When the Results Are Indirect" in your July 14 issue so stimulating that we routed it to every executive somehow concerned with marketing. (We use marketing as an over-all term including distribution, selling, advertising and merchandising.) We asked that he state his position and comment on his reasons why.

Several have seen it. Others have not as yet, but will. When we have all comments, we shall ask the people at our agency (BBDO) working on our account for theirs; all of which, thanks to ADVERTISING AGE and Jim Woolf, will bring us a little closer to a meeting of minds

on moving to a sharper definition yet of our advertising policy.

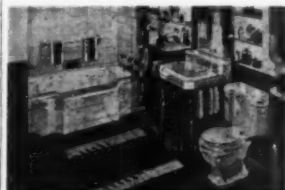
Meanwhile the suggestion has arisen that a sharply focused debate in print between the Messrs. Woolf and "Smith" would not only be extremely interesting but also quite helpful. In the above mentioned article, "Smith's" side of the argument isn't as sharply delineated as Woolf's who, in commenting on his man without the latter saying his own piece, has the better deal in terms of influence he exerts. That is quite natural, of course, and we realize that no unfairness was intended. Hence a debate between the two on this basic issue would be most welcome.

Hope you have an opportunity to arrange it.

ERWIN H. KLAUS,
Marketing Director, Northrup,
King & Co., Berkeley, Cal.

Eljer Has Cheering News for the Creative Man

To the Editor: Thanks a lot for the fine publicity the Creative Man's Corner gave Eljer the other day (AA, July 21).



ELJER PLUMBING FIXTURES
Quality without Compromise



So you will not be too unhappy, here are a few reprints that show gadgets, radios, etc. in bathrooms.
A. E. THIESFELDT,
Eljer Co., Ford City, Pa.

Hercules 'Vote' Copy Follows Series' Style

To the Editor: Between now and election day many companies will be incorporating the "Vote" theme in their advertising. But I believe that few will have the opportunity



NATIONAL DISTRIBUTION

Fast, Easy, Low in Cost!

Today's soaring sales costs call for your careful examination of the old tested, proved independent selling field. This plan has built up state distribution quickly and at remarkably low cost for many of America's multi-million dollar industries . . . and hundreds of smaller firms. If your product or line can be sold by personal demonstration, we invite you to secure a frank, experienced appraisal of your possibilities and future in the direct-to-consumer selling field. There is no cost or obligation to you. Write today in detail.

OPPORTUNITY MAGAZINE

Dept. A-133, 28 E. Jackson Blvd., Chicago 4, Ill.

On Florida's sea-cooled Gold Coast

The Weather's Wonderful

but



Business is Boilin'

-over the BILLION mark!

While the nation swelters, it's only business that's sizzlin' on Florida's booming, breezeswept Gold Coast! The temperature rarely reaches ninety all summer, but the profit potential soars higher and higher:

- * Retail Sales Now over a Billion Dollars * Population nearly 900,000
- * Summer business up 10% - exceeds pre-war winter activity!
- * Number of Florida business firms almost doubled since 1944

The blanket coverage of the Miami Herald delivers the entire Gold Coast market at remarkably low cost. Get all the facts from your SB&F man, today.



JOHN S. KNIGHT, Publisher
STORY BROOKS & FINLEY, National Reps.
Affiliated Stations - WQAM, WQAM-FM

MIAMI -- An International Market

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Universal Pictures Board Chairman Nate J. Blumberg says:

"We have an exclusive contract with Pathé Labs for the processing of all our black and white pictures. They give us what we want, when we want it."



No processing job is too large for Pathé. None is too small. The *only* requirement is that each be of the highest quality. Perhaps you would like details on the benefits of an exclusive Pathé contract.



Both New York and Hollywood Have Complete Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

to do it so naturally as Hercules Powder Co.—as you will see from the attached reprints. The “Problem - Solution - Result” approach has been a feature of Hercules’ general advertising for a number of years, and was a “natural” in urging the public to go to the polls in 1952.

Credit goes to J. W. Dolson, industrial advertising manager of Hercules, who got the idea, and to

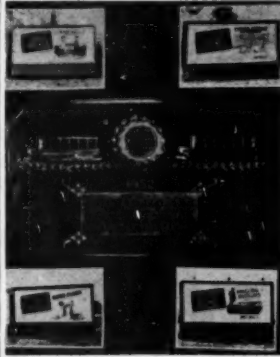
As president of the association for the past four years, I had often thought of tying in the various attractions with our own rather ambitious 24-sheet campaign in Florida and New York City.

We have used 400 such posters in Florida and 23 in New York City for over five years, and outdoor advertising is our No. 1 expenditure, costing us \$17,000 monthly.

So, in January of this year, I had our art department make up 20 different posters, samples included in the picture enclosed, and during January and February these posters appeared on the highways of Florida and south Georgia as well as in New York City.

Not only were the attractions’ owners amazed and delighted, reporting an increase in business—one of them a 40% increase over his business of the same months in 1951—but we were flooded with complimentary remarks from advertising agencies, newspapers, radio stations, and columnists all over the South.

While all of the attractions’ owners wrote us or otherwise said,



“Thank you,” it remained for R. D. Pope of Cypress Gardens to climax all of those good words by his presentation to us of the plaque.

It is made of a large piece of na-

tive Florida wood and all of the inscriptions and the small boats are handworked bronze. The plaque is 30 inches wide and 20 inches high and it certainly attracts the attention of the scores of advertising and public relations people who visit the office of our owners weekly.

When we planned the program, we decided that inasmuch as Florida’s summer vacation audience is completely different from that of the winter, we would repeat the poster in August.

So, they go up on Aug. 1 and once again motorists, no matter where they are in Florida, from Tallahassee to Key West, will soon see that as far as Silver Springs is concerned, 20 other Florida attractions deserve recommendation.

In other words, as far as we are concerned, “Macy’s tells Gimbel’s.”

PETER SCHAAL, Advertising Director, Ray, Davidson & Ray, Operator of Florida’s Silver Springs, Silver Springs, Fla.

Sure Thing

To the Editor: Interested to note letter on similarity of themes for Skippy, Frostee and now Schlitz.

Has anybody ever stopped to count the “Sure” themes, which include: Be Sure with Pure, Say Seagrams and be Sure, You can be Sure if it’s Westinghouse, Use Arrid to be Sure—and now, Say Swift’s and be Sure, and You can be Sure if it’s Heinz Baby Foods!

Sure, the Irish must be proud!
JACK WEST,
Libertyville, Ill.

CUT ART COSTS
as much as **75%**
Multi-Use
CLIPPER
Multi-Ad Services, Inc.
105 Walnut, Peoria, Ill.
Write for FREE SAMPLES!
THE CREATIVE ART SERVICE

BE SURE TO VOTE!

PROBLEM...
Only one out of 100 Americans remembered to vote in the 1952 election.

SOLUTION...
Hercules Powder Co. has developed a new method of advertising that will help you remember to vote.

RESULT...
You will have more votes, and your business will grow.

Hercules' business is solving problems by chemistry for industry...

HERCULES
HERCULES POWDER COMPANY, 600 Main Street, Portland, Ore.

Theodore Marvin, Hercules’ director of advertising, who, with his management, thought well enough of the adaptation to have it replace the product subject originally scheduled for use prior to the election.

Besides October appearances in *Time*, *Newsweek*, *Business Week*, *U. S. News*, *Wall Street Journal*, *Journal of Commerce*, *Chemical Week*, and *Chemical & Engineering News*, the 7x10 unit has been reprinted in quantity for mailing to customers and prospects. Further distribution of the message is planned through newspaper space in areas where Hercules plants and offices are situated, reproduction in company house organs, and by enlargements for company bulletin boards.

WALTER MORRIS,
Account Executive, Fuller & Smith & Ross, New York.

Howard Handles National Account of Bedding Makers

To the Editor: We note on Page 25 of your current issue a paragraph titled “Mattress Firms Open Drive.”

In the interest of accuracy we would like to call your attention to a misleading statement made in this paragraph.

The advertising agency which is handling the national Springwall mattress account of the three bedding manufacturers is E. T. Howard Co. Inc. The other agency mentioned is merely the local agency for The United States Bedding Co. in St. Paul, Minn., handling their advertising locally and has nothing to do with the national program.

ALFRED LIFFMANN,
E. T. Howard Co., New York.

Outdoor Program Wins Plaque

To the Editor: While we do not always “blow our horn” about matters of this type, I can’t help but believe that events leading up to the presentation recently of the plaque pictured herewith are deserving of mention in your publication because it is a great boost for outdoor advertising.

Here is the story: In 1938, there was organized here at Silver Springs, with 12 original members, what is known as Florida Attractions Assn. It has grown to 23 members, and the benefits accruing to each since 1938 have been inestimable.

looking for ideas ?

Get hold of Sale Blazers, pronto! The brochure that’s packed full of selling ideas that get action... that tie right into your business. Sale Blazers... colorful, bright plastic specialties, fit all sorts of promotions. Write for your free Sale Blazer brochure today. Just fill out the coupon.

Whatever promotion idea you have, call on Sale Blazers’ half-century of experience to help put it over.

SALE BLAZERS OF PHILADELPHIA BADGE CO., INC.
1007 FILBERT ST., PHILA. 7, PENNA.

*Sales Campaign Ideas
Promotion Aids
Point of Sale Displays
Identification Buttons
Product Labeling*

SALE BLAZERS OF PHILADELPHIA BADGE CO., INC.
1007 Filbert Street, Philadelphia 7, Pa.

I am interested in any plans or ideas that will help increase sales. Please send me your new SALE BLAZER Brochure.

NAME.....
TITLE.....
COMPANY.....
ADDRESS.....
CITY..... ZONE..... STATE.....



COMPANION ANNOUNCES NEW CONTINUITY DISCOUNTS

"Boon to advertisers," says Tom Young of Calkins & Holden, Carlock, McClinton & Smith, Inc.

More good reasons for using the multiple selling impact of the COMPANION month after month! Jack Heffernan, COMPANION representative, shows them to Media Director Tom Young.

Starting at once, every COMPANION advertiser who runs 12 insertions within a calendar year or within one year of the date of first insertion will be entitled to a 7 percent discount. Similarly, an advertiser will earn a 3 percent discount if he runs 6 to 11 insertions within the same year.

Wise advertisers who demand high performance at low cost will now re-examine their lists. They'll see new advantages in using the COMPANION to reach their best prospects—this alert, growing, able-to-buy audience of home-makers!

Woman's Home COMPANION

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Remember Words' Power: Woolf

The C. M. Feels Let Down

More on Direct Mail Cost Problem

Looking at the Retail Ads

The Lasker Story... As He Told It

VII

L&T Moves Some Files and Hires 9 Writers

Last week's instalment of the "Lasker story" told how Kennedy rewrote copy for the 1900 Washer Co., with sensational results in reducing the cost per inquiry. In this instalment he tells how Kennedy's copywriting ability and his basic philosophy of advertising worked so well that Lasker finally induced Mr. Thomas to let him hire some young newspaper men and teach them the Kennedy concept of advertising copywriting.

So I came back [from working with the 1900 Washer Co. in Binghamton].

Of course, this took the better part of a year. We did two or three other test accounts. Then Kennedy wrote all of this into a book called "The Book of Advertising Tests," because by that time he had shown me how we were to know copy; that you must test copy; that a man could have his problem worked out and he might write half a dozen headlines that would seem equally good, but that when he put them to the public the public responded to one as it didn't to another.

I remember how Kennedy explained it. He said, "David Belasco can put on five shows. If three out of the five go in any degree, the other two can be failures and Belasco is still the great and the rich showman of America. But if you put on five shows, you will fail with all five. Belasco has all the technique in all these shows, but there is just that one element lacking, whether it is in the written book or the stage production, that a man can't tell for certain, that no one has found yet." And they haven't found it to this day, I will say that. "So," he said, "all advertisements should be tested before they are used. If it is mail order, try them out and get the full result and keep a record," which we did on all our accounts, in those days.

I immediately switched our business, in order to learn the business, and went out to get about 35% of our volume mail order, so I could learn copywriting, because only in the mail orders would everything we did be shown up. In order to teach myself and teach the others, Kennedy and I agreed to get mail order business, and we got it to the extent of about 35% of our volume.

We kept a record of the results. Every week the clients would send us the papers and how they paid, and every Tuesday morning we would go over how the papers were doing and order repeat insertions or not repeat, depending on how the paper paid out. It was all run by book-keeping for these mail order clients.

Subsequently, after having served mail order people in a great degree for about six years, I dropped them, and today I don't want any more than selected ones. They were the great laboratory in which to learn, but after you have learned it, it is like having learned to be an actor in the hard school of stock company in a small town. The reward is on Broadway.

And that is what general advertising is, because you can multiply it so much faster and have so many more outlets. But that is the school which I am trying to unfold to you to show you how tradition is

grounded and how deep down our roots go.

So Kennedy got up what we called in 1905 "The Book of Advertising Tests." I had said no word to anyone in our institution of what he was teaching me, no word to anyone on the side. Then we wrote some advertisements.

We were able in those days to get magazines and newspapers to donate the space, a campaign that today would cost hundreds of thousands of dollars. And, to show you how hungry America was to learn what advertising is, in response to these advertisements it was nothing for us to receive hundreds of letters a week from leading manufacturers all over the United States. I doubt if there were 10% of the big manufacturers and advertisers of America who didn't write us at that time.

We might have been a mail order business selling a commodity. And it happened we had a bunch of young men with us at that time, like Erwin, Wasey, Faust, Kester, Hurst and a lot of them who are the leading advertising men of the West today. [Erwin and Wasey, as previously mentioned, formed Erwin, Wasey & Co. Faust was Paul Faust, principal in Mitchell-Faust, Chicago, for many years, and now an executive with Feature Foods. Hurst is J. F. Hurst, one of the principals of Henri, Hurst & McDonald. Thomas Kester was v.p. and general manager of Lord & Thomas until he retired and moved to the West Coast.]

Well, I sat down and trained them like boys going to school. Kennedy couldn't address anybody. He could just take one man and teach him. He taught me for about a year and then I started teaching them. I presume we had a class like this at least twice every week, and the sessions would last four or five hours.

I did that for three or four years, and if there had been any other crowd that had been fortunate enough to have been there at that time, they would have been the leading advertising men of the West today. It was just the good fortune of these men that they were there at that time.

Well, here is what happened. We got so many inquiries that we had to have a copywriting department. You remember? And I went to Mr. Thomas. I am giving you historical fact. I said, "Mr. Thomas, people want to do business with us and we have got to get a copywriting department." But there were no such things as copywriters. So, he said, "Well, what do you want to do?"

I said, "I have been upstairs and I have measured that we can take out all the

files against the north windows and all the files against half of the west windows and we can make nine offices eight by ten each. I want you to let me put up nine offices that will cost about \$2,000 to build the partitions, and advertise for nine young newspaper men, and Kennedy and I will start training them, because out of the nine we might only get three or four."

And by that time Thomas had so seen the growth of our business, through the growth of the accounts that we were trying it on. Every one we touched multiplied as if by magic. Is that right? By magic multiplied, whether it was on Katz's or on Kennedy's; but remember Kennedy's was the first of what you also call merchandising.

But don't you see it was not merchandising; the only merchandising an agent must do is to make his copy interesting and re-

sponsive, and that, in itself, is merchandising.

Since then merchandising has been perverted to want to make an agent go in and run the other man's business, a function with which he has nothing to do. Of course, salesmanship in print must, in itself, be merchandising, but it is not the form of merchandising that the client himself must be able to do. I am satisfied to say that today our line in large part stands as being expert in those things in which they are not remotely expert. And I will come to that later.

So Mr. Thomas said, "All right." And we got nine men together. Where we got them, or how, I don't know, but how we determined on the figure nine was that there was that many square feet available that we could take out of files—that was it—and leave an aisle to get to them.

Next week: The business grows rapidly, but Kennedy leaves and a great copywriting void is left in the organization. A fortuitous meeting with Cyrus H. K. Curtis on a train points the way to a successor to Kennedy in the Lord & Thomas organization.

YOU MUST DO THE WORK TO PROVE IT

Article I

Advertising should be judged only by the goods it is conclusively known to sell, at a given cost.

More opinions on Advertising Copy should be excluded from consideration, because opinions on Advertising are conflicting as opinions on Religion.

Forty per cent of all the people in the world are Buddhists, and are of opinion that Buddhism is the only true religion.

Twelve per cent of the world's people being Roman Catholics, are firm in the opinion that the remaining 88 per cent are wrong, and sure of damnation accordingly.

Eight per cent of the world's people being Protestants believe that both the Buddhists and Catholics, and all others, are deplorably ignorant of the only true faith, which of course must be their own particular grail of Protestantism.

And, neither Buddhist, Catholic, nor Protestant, can convince the 2 per cent of Jews that their opinion is wrong and should be changed.

That is a side-light on the inconsistency of mere Opinion.

Religion must continue in the realm of opinion, because no one can decide which Creed is right, and which is wrong, till he dies and finds out the facts for himself.

And, no mere man who died has ever come back to Earth to settle the dispute.

• • •

But, it is different with Advertising, as it is with Mechanics or with Medicine, all three of which can be conclusively tested.

Many advertisers, however, seem satisfied to spend their money on mere Opinions about Advertising when they might have invested it on Evidence about Advertising.

These are the Advertisers whose business must die before they can be convinced that "General Publicity" (merely "Keeping-the-Name-before-the-People") is wrong and "Salesmanship-on-paper" right.

They blindly gamble in Advertising when they might have safely invested in it.

KENNEDY SPEAKING—An example of the writing style of John E. Kennedy is this first page of "The Book of Advertising Tests" which he wrote for Lord & Thomas in 1905, and which Mr. Lasker says drew a terrific response from advertisers. The "book" was a collection of 12 articles, comprising 39 pages of typescript, expounding what Kennedy called "Salesmanship-on-paper." It not only emphasized L&T's ability to write copy that convinced and that pulled, but boasted that the agency paid \$72,000 a year to copywriters, and that "no other agency in America spends one-third this sum."

The Eye and Ear Department . . .

The Payoff-Big, That Is

"The Big Payoff," aired principally by Colgate, can be heard daily over NBC and can be seen Sunday nights from 8:30 to 9 over NBC-TV. It is questionable whether sight adds anything to this giveaway program beyond the curiosity you might have in actually seeing what the desire to obtain something for nothing does to people.

The word "big" in the title is no misnomer. If you happen to have a hankering to visit Paris, Bombay or Hongkong and answer correctly the few simple questions put to you, off you go—via Pan American—with the little lady (or, presumably, any reasonable facsimile thereof) plus a full and complete wardrobe for same, including a fur coat in case you select Sitka or Mount Everest.

The program has what almost comes over as a "dream sequence" when, between questions to contestants, a number of willowy models drift about wearing everything from bathing suits to night-gowns.

Husbands are the chief victims in "The Big Payoff"—which offers a wry comment on our particular civilization, on its way to becoming more and more like a beehive every day. The little woman sits on a "wishing chair," hugging a Colgate pro-

duct to her bosom, while hubby tries heroically to come through for her on the questions. You get a regular glimpse of the Mrs. ensconced on her temporary throne, straining at the bit to help her poor chump answer questions any eight-year-old child ought to be able to answer. If and when hubby comes through, his helpmeet is off like a shot across the stage to give him a bear hug and shower him with kisses. When the guy misses, his mate doesn't even give him so much as a nice-try handshake. It's frightening.

The gals get a crack at the end of the program to even things up by answering a question that gives the winner's husband a Frazer Manhattan car. Oddly enough, the boys repeat the girls' performance on this phase of the program—smothering the little woman with a grateful embrace, knocking her hat awry and generally musing her up.

It may be good entertainment, but you can't help but feel what the end result is going to be. The people with enough dough to put on a program like this are generally those opposed to the giveaway principle in government, but certainly big payoffs on the air can only encourage those who watch them to look increasingly for big payoffs from Washington.

Salesense in Advertising . . .

Pictures Are Potent but Don't Forget the Power of Words

By James D. Woolf
Advertising Consultant

Sometimes it seems to me that headline writing is fast becoming a lost art. My early training was received largely under the tutelage of a man at JWT, James W. Young, who had received his training at the Methodist Book Co., the Ronald Press Co., and the A. W. Shaw Co. All of these firms were publishers of books and it was Jim's job to write advertising, mostly direct mail material, that was expected to produce results in the shape of checks and money orders. In those days I thought nothing of spending several hours, or even a day or two, sweating out a headline that was up to Jim's standards. Prior to my job with JWT, I had had a couple of years of experience in retail advertising, under nobody's tutelage but my own, and here also I learned that there is a vast difference between copy that is effective and copy that isn't.

I agree wholly with my friend, Victor O. Schwab, who makes this observation: "It isn't enough to cram appeal into the body copy. It's the headline that gets people into the copy; the copy doesn't get them into the headline. . . . Briefly, the purpose of the headline is to call out a phrase or a sentence that will stop people. . . . an advertisement with even mediocre, or actually poor, copy can do a fairly good job—provided the headline itself is strong, using the right appeal to present a product that does a job that people want done for them." ("Advertising Handbook," Prentice-Hall.)

A great many admen today seem to rely on pictures rather than words to call out an idea that will stop people. "Modest because. . ." is an extreme example of this.



James D. Woolf

Another conspicuous example is the advertising of the ready-mixed cake flours. Apparently the plotting of the advertisements is assigned first to the layout man, and if it happens that a couple of inches of blank space are left on his creations, the copywriter is asked to supply a headline and a few words of text. These innocuous cake headlines, I would guess, are dashed off in a matter of seconds; certainly one sees in them no evidence of blood, sweat and tears. I am not suggesting that the cake flour campaigns are necessarily ineffective because of their almost total lack of headline appeal (Vic Schwab calls it the "Tell me more appeal"), because it can be argued that the ads do have a corking good "headline" in the oversized portraits of a mouth-watering cake. But it might be that these luscious pictures plus a skillfully written "Tell me more" headline might do a better job.

Be that as it may, it does seem to me that the emphasis today is on pictures as against headlines and text. Run through "The 100 Greatest Advertisements" and compare many of the headlines you'll find there with those in current magazines. I cite as a classic example the famous Chrysler headline: "Look at All Three! But don't buy any low-price car until you've driven the new Plymouth with Floating Power." You'll search a long time among current motor car ads, most of which are largely pictorial, to find a headline to match that one. And you'll search just as long to find headlines that excel those of Claude Hopkins: "Film—the robber of all teeth beauty. Learn how millions now combat it." And can you imagine any picture of a pear, no matter how huge, that could bring in as many cash orders as the notable Bear Creek headline and copy: "Imagine Harry and Me advertising our PEARS in Fortune!" And wasn't the heart-tugging appeal of the picture in the unforgettable Red Cross advertisement at least doubled by one of finest

The Creative Man's Corner . . .

Much Ado About Little

THE SPOTLIGHT'S ON CHESTERFIELD

First Cigarette to Name All its Ingredients

WORLD'S BEST TOBACCOS are listed by laboratory instruments for the most desirable smoking qualities.

KEPT TASTY AND FRESH by pure, costly moistening agents proved by over 40 years of continuous use in U.S.A. Cigarettes contain an entirely safe for use in the mouth—natural essence and demerol base, used generally in smoking pipe.

HIGHEST PURITY CIGARETTE PAPER—the best that money can buy.

ASK YOUR DEALER FOR Chesterfield

Scientists from Leading Universities Make Sure that Chesterfield Contains Only Ingredients that Give You the Best Possible Smoke

Just why we should buy Chesterfields in preference to another well-known brand of cigarettes because Chesterfield names all its ingredients has been proving a little difficult for us to figure out, and after brooding on the subject now for several weeks we have decided that the same person must be writing the current Chesterfield advertising as turns out the daily communiques on the Panmunjom truce talks.

If Chesterfield means it really intends to call a spade a digging instrument, why does it promise specifics and deliver the vaguest kind of generalities? After turning the spotlight on itself for having the courage and the honesty to tell what it puts into its lung coats, we more or less expected Chesterfield to reveal something as startling as the information George Washington Hill was reputed to have been forced to reveal to the president of A&P—a highly apocryphal story, of course.

But all we learned was that Chesterfields contain tobacco, moistening agents, natural sugars, glycerol and paper. Unless the George Washington Hill story is true, we don't find this list of ingredients anything much to get excited about. If it included such things as gold flake, myrrh, taro root or some All-Bran we might have lifted an eye-brow and exclaimed, "Fancy that." As it is, our only reaction was to read the copy again to find out if we had missed something—the while we continued to puff contentedly on our regular brand. After three readings, we are still puffing more contentedly than ever on our regular brand.

In fact, after our third reading of the Chesterfield ad we are more sold than ever on our regular brand—and, for Mr. Chesterfield's illumination, we don't mind confessing why. Our regular brand contains one ingredient that Chesterfield doesn't name at all—an oversight which, if intentional, more or less alarms us. Our regular brand, we are quite satisfied, contains a modicum of glue to keep the shredded tobacco safely in its paper cylinder when we extract a cigaret from its package. Could it be that Chesterfield doesn't use glue to hold its cylinders of paper together—but, instead, has a secret room with a locked and guarded door, behind which hundreds of slave laborers toil, moistening in the course of a working day thousands of cigaret papers the way free individuals once put the finishing touch to the Bull Durham they had just rolled?

Now that we think of it, anybody got a Cremo cigar?

headlines every written: "The Greatest Mother in the World."

Times are changing. People today are picture-minded. Life took 35,000 pictures at the Republican convention, and probably just as many at the Democratic hassle. Television is a picture medium, and the people like it. But I do think that there is a tendency to forget that pictures have definite limitations as transmitters of thought. Patrick Henry shook the Virginia House of Delegates to its very rafters when he thundered his epic, "Give Me Liberty or Give Me Death!" Harry Tru-

man got elected in 1948 with his whistle-stop speeches, and Stevenson may outtalk Ike in 1952. Television and published pictures will be used to promote the interests of both candidates, but the words they say—their "headlines"—will weigh just as heavily. It was words that Hitler used to sell the German people a fraudulent bill of goods.

I am strong for pictures, but let's not forget the power of words. Students of such matters insist that average folk read as little as possible. I am not sure that this is true, but there is no denying that Starch readership ratings are oftener than



Affiliated with 6 Building Industry Magazines comprising the largest, most distinguished publications in the building industry: *Building Supply News*, *Building Material Merchant*, *Ceramic Industry*, *Ceramic Data Book*, *Brick and Clay Record*, *Masonry Building*.

Send for our 64-page book... **THERE'S MONEY IN REMODELING**... free to any manufacturer who asks for it on his letterhead.

*Paraphrasing an old see-saw: Rate cards may come and millines may go, but a good name goes on forever. This business of building a reputation for a business publication is made up of tremendous trifles, of intangibles and imponderables...things you can't see or touch...things out of reach of a CPA pencil. But it's there just the same. And it's the biggest thing to look for, the biggest thing you buy. **practical builder** has earned its reputation the hard, shirtsleeve way... has come up through the ranks... is not ashamed of its editorial overalls. And because this reputation is rooted deep in the respect and confidence of its readers, it is the yardstick by which smart advertisers judge it. It is the reason more and more blue-chip advertisers look to PB as...*



.. of the light construction industry

not dismaying. But I suggest that most written things are read in proportion to their quality of interest—no more and no less. Just remember the wise words of Victor Schwab: "It's the headline that gets people into the copy." Plus, as I am sure Mr. Schwab will agree, the pictures.

It's my belief that only the rare ad should go whole hog either way. Both pictures and words, used artfully, are effective transmitters of ideas. Neither should be slighted. Skill in using the right combination of both is the mark of an effective copywriter.

Employe Communications ...

Political Action at the Local Level

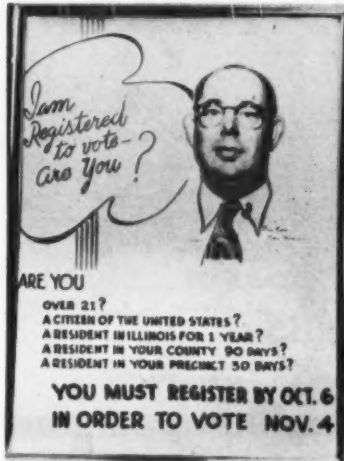
By Robert Newcomb and Marg Sammons

There is a haunting fear in the minds of some get-out-the-vote agitators in industrial plants that maybe the voters will vote for the wrong candidate. This dread has increased since the boom-and-bust Taft campaign, for many of those who have urged a record vote have automatically anticipated a record vote for Taft. Since the drive for the senator collapsed, political activity on the part of these people in many cases has been suspended, or even abandoned.

If this is a non-partisan vote drive, as the sponsors describe it, let's get on with it, since the rejection of a single candidate has no right to spell disaster. Management has just as big and important a task today in urging employes to study and discuss the issues as it had yesterday. Those who say, "What's the use of voting now?" had no sincerity in the first place.

In Peoria, Ill., in the distillery of Hiram Walker & Sons, there appears to be an effort to keep the get-out-the-vote boat afloat and sailing. Some time back the communications people there perceived that you can't make people vote-minded by national-level placards alone; you've got to make something of it around the shop, and get the shop folks on the various tenors.

Reporters for Hiram Walker's employe magazine "Spirit" are happily involved in a continuing program of political action, under the guidance of Editor Bob Gerstacker. One immediate evidence is a series of posters showing photographs of Walker employes accompanied by vote-prodding copy. Publication reporters are securing names of employes for use on the posters, which were scheduled weekly beginning July 1. Reporters are canvassing departmental people to see if they are registered, and the results of the poll will appear in an early issue of "Spirit." Employes will be reminded of the coming election through a full-page Advertising Council ad in the August issue, and a booklet on voting requirements will be passed out by reporters, and made available at plant bulletin boards. The publica-



REGISTERED?—Photo of plant employe is used at Hiram Walker & Sons, Peoria, Ill., in connection with bulletin board get-out-the-vote campaign.

tion staff is geared up to supply all sorts of voting information through the magazine's departmental reporters. (Please note that the editor goes through, not around, his reporters. He's like the good plant manager, who goes through, not around, his supervisors.)

Slated for September are several additional political activities. The employe magazine is booked to carry two or three pages on employes who are active in politics, for example, and once again the plant reporters have been drafted to spade up the information. In the following issue, an article on "Myths About Politics" is scheduled, and the random poll of employes will be continued.

The local material developed for employes not only tells employes that they should vote; it tells them when and where and how. Through the entire campaign the employes are being constantly encouraged to study the issues and examine the candidates, so that they may avoid voting blindly when the day comes.

Mail Order and Direct Mail Clinic ...

Repetition Is a Must

By Whit Northmore Schultz

You need to generate a great deal of motivation to:

- 1. Get a prospect to read your mail order advertisement.
2. Urge him to order what you're selling.
3. Make him go to his desk; take out his pen and stationery; write his order; write his check to cover the purchase; clip the check to his letter, fold it, and place it in an envelope; stamp the envelope; and then proceed to a nearby mail box to mail his order.

We mail order merchandisers, more than any other kind of seller, must motivate our customers, in my opinion.

Because of this, mail order ads on pre-tested products should be repeated frequently if they're to carry the impact

which will stimulate the multiple jobs a mail order buyer needs to do when he buys by mail.

"Don't expect one insertion of your ad in any publication to bring the world market to your door," a veteran mail order advertising man told me recently. "It takes repeat advertising of the right copy in the proper medium to build any business," he said.

Another highly successful mail order merchandiser confirmed this repetition theory to me the other day.

He said the first time an ad appears on a pre-tested product, most prospects note it and place it in their mental files for future consideration. A small percentage order on impulse.

The second time the ad appears, pros-

pects often begin to believe the item has merit and should be ordered. They unconsciously say to themselves: "I've seen this product advertised before. I could use one. It must be selling well or the advertiser wouldn't continue promoting it. I'll order it soon..."

The third time the ad runs, orders will come from these "fence sitters," and results will be the greatest, my friend reports, based on hundreds of tests.

That's his theory. I believe it's sound.

A friend of mine in the mail order business told me in specific detail how the repeat theory had worked for him.

He had shopped long and hard for the product he was planning to advertise. This product served a need, was unusual, was priced right, and wasn't available in stores.

Looking at the Retail Ads

By Clyde Bedell

New York is the advertising capital of the world, New Yorkers "admit." Anyone on a professional ad payroll in New York is likely to admit, therefore, he is about as good as an ad person can be. Here are a few of a host of such ads to be gleaned from New York papers. How do you rate them?

Reading ads in New York is fun. For in New York it is admitted you are near the throne—any throne. Here is where the sophisticates live in a rare atmosphere largely above reproach and suggestion. But a great many New York ads are to me as provincial as are Podunk's. Perhaps it is because I do not know why they advertise.

Maybe some of the stores that use large space with utter abandon and practically no message are hopeful that they can keep newspapers in business by wasting ad dollars. Or maybe they are shy about attempting to have their advertising do more for themselves than for their competitors. A general ad that only makes a suggestion often sells just as well for many other stores, as for the store that pays the bill. Although, of course, such ads only sell the easy marks who are already sold.

1. This ad is satisfied to get in response what the barest suggestion will yield. Is this sort of ad run because the store is

He spent a great deal of time creating a strong mail order ad. He selected his media with care.

His first ad appeared. Results were poor. But he knew he had a good product. So, he repeated the ad. Ad No. 2 brought excellent results, paying for ad No. 1, and bringing a fine profit besides. Ad No. 3 was a terrific winner. It paid for all three ads and earned a substantial profit.

"If I had stopped after ad No. 1," my friend commented, "I would have lost time and money and never discovered a winner that since has earned us thousands of dollars."

You need courage to repeat a well prepared ad on a pre-tested product, if that ad fails to click the first time. But often this courage is rewarded by positive results, if the ad is repeated in a tested medium.

afraid to oversell its storage facilities? Are they reluctant, therefore, to do more than remind their already established fur fans that they have storage service? Yet, if they don't want more business why do they repeat the ad a number of times? If they do want more, why don't they do a candid job of selling? Or isn't that nice to do in public?

2. People who own "flimsy bed boards" are not likely to be interested in the heading "flimsy bed boards," compared with a positive and constructive headline. People who are about to buy bed boards are not likely to want flimsy ones. Walter Dill Scott, as long ago as 1902 and 1903, did a good job with this sort of thing, under the subject "The psychological principle of fusion." Kenneth Goode has had his say about it. Whatever this ad did for the advertiser, I believe it could have done much more.

3. Here is one of a host of examples available, illustrating the tendency of many ads to be creative rather than effective. A little ad in a big paper had better be forthright and clear.

4. This ad was in a single column. For reproduction I have cut it in two and paralleled its halves. Is it for men or women? I think I know. The two men in the signature are the only reliable (?) clues. Maybe I'm wrong. It says: "Custom care in ready-to-wear." That's usually a woman's term used this way.

Advertisement for 'Round-trip ticket, please to Wood & Taylor' featuring a woman in a dress and a dog, with text about storage and repair services.


Advertisement for 'FLIMSY BED BOARDS' with numbered callouts and text describing the product and company.

Advertisement for 'Besharized BEG CLEANING' featuring a woman cleaning a garment, with a table of prices and company information.

You need The News to do BIG BUSINESS in New York!

EXTRA **DAILY NEWS** **REPORT TO ADVERTISERS**
NEW YORK'S PICTURE NEWSPAPER
Vol. 34, No. 18 New York 17, N.Y., Monday, July 14, 1936

LOOKS LIKE XMAS AS CROWDS JAM SHOWING OF NEW TELEVISION



Lined Up For Hours.
The magic pull of THE NEWS was apparent as entire families of New Yorkers queued up around Radio City to see new RCA Victor "Magic Monitor" television line.

Customers By The Thousands.
Only brief hours after THE NEWS hit the streets with 16-page introduction RCA Victor "Magic Monitor" television, thousands lined up to see new sets at RCA Exhibition Hall, Radio City.

Photographic report to our advertiser Bruno-New York, distributors of RCA Victor "Magic Monitor" Television.

To sell millions...you must reach millions!

"You can't explode a sales program in New York with a cap pistol," says Gerald O. Kaye, Vice President of Bruno-New York, Inc., metropolitan RCA Victor television distributors. That's why The News was selected to carry 16 full pages of advertising in its Sunday issue, July 13, showing the new line of RCA Victor "Magic Monitor" television sets to the 2,400,000 families in New York City and suburbs who read the New York News every Sunday.

Bruno-New York, 118 years old, America's largest television and appliance distributor, deals with hundreds of TV and appliance retailers—it knows New York... it knows the selling power of The News.

Television retailers spend three times as much of their advertising money in The News as in any other New York newspaper.

Radio Corporation of America, too, is a consistent advertiser in The News... reaching a majority of New York market customers... in the largest medium, most effectively, at the lowest selling cost.

Both daily and Sunday, the New York News has more than TWICE the circulation of any other newspaper in America

Can Space Advertising Help Solve the Problems of Higher Direct Mail Costs?

By Jess M. Abrams

Partner, Will Burgess & Co., New York
 "Study Your Mathematics: INCREASED Mailings May Be Answer to Higher Postal Rates" (AA, July 7, 1952) pointed out to mail order advertisers that one method of overcoming the postage rise from 1¢ to 1½¢ which occurred on July 1 might be to use additional marginal and sub-marginal mailing lists and thus reduce overhead charges. The author of the article below offers a different and equally interesting thesis for the edification of mail order advertisers.

The mail order advertiser whose postage cost jumped 50% on July 1 is faced with a tough problem, and the recent article by Edward N. Mayer Jr. and Robert Stone contained some stimulating thinking for him. This is an attempt to carry the thinking further—and to offer some additional help based on practical experience.

As the Mayer-Stone article ably showed, the one sure way to lower profits is to cut out marginal lists which, after the postage increase, sink to a sub-marginal level. Unchanging overhead lists that particular solution, and actually reduces the net of the company that tries it. If we cannot turn out more effective advertising—and we must assume this to be so—expenditures will have to be increased, and sales volume boosted, in order to equal the net profits of a year ago. The article showed one way to do this: to increase the mailings to marginal or even sub-marginal lists.

Has the mail order advertiser another way—if possible a better one—to raise sales volume and profit? In at least some cases, the answer is "Yes." The solution is to use space advertising as a substitute for expanded marginal mailings.

Practicality of Increased Mailing Lists

Before we explore the above solution further, let's take a look at the only place where, in my estimation, the Mayer-Stone analysis stretched the probabilities. Their Charts V, VI and VII assumed that marginal lists could be increased by anywhere from 19% to 100% without decreasing the return per thousand pieces mailed. In other words, using their hypothetical figures, an advertiser who previously

mailed to 300,000 marginal names is expected to find an additional 57,000 to 300,000 names of a quality equal to his first 300,000. Twenty years' experience in mail order advertising (both direct mail and space) tells me this just can't be done except in a most unusual case.

In Chart VIII the authors face up to this fact. They concede that the 200,000

admittedly sub-marginal lists we spend the same \$11,000 on space advertising. Our chart now looks like this (see Chart VIII-A).

Notice that we have a profit of \$1,500 where we only broke even before, and that the profits of our over-all operation have increased by 25%—from \$6,000 to \$7,500.

CHART VIII

EXPANDED DIRECT MAIL OPERATION USING SUB-MARGINAL LISTS

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L	Av. Profit Per M
Primary	100,000	\$ 2,000	\$ 4,894	\$ 5,500	\$12,394	\$14,394	\$2,000	\$20.00
Secondary	400,000	8,000	17,000	22,000	47,000	50,000	3,000	7.50
Marginal	300,000	6,000	12,106	16,500	34,606	35,606	1,000	3.33
Sub-Marginal	200,000	4,000	7,726	11,000	22,726	22,726	—	—
	1,000,000	20,000	41,726	55,000	116,726	122,726	6,000	6.00

CHART VIII-A

EXPANDED DIRECT MAIL OPERATION USING SPACE ADVERTISING

List Group	Quantity	Allocation of Overhead	Allocation of Product Cost	Cost of Mailing	Total Cost	Gross Sales	P/L
Primary	100,000	\$ 2,000	\$ 4,894	\$ 5,500	\$ 12,394	\$ 14,394	\$2,000
Secondary	40,000	8,000	17,000	22,000	47,000	50,000	3,000
Marginal	300,000	6,000	12,106	16,500	34,606	35,606	1,000
Space	—	4,000	8,500	11,000	23,500	25,000*	1,500
	800,000	\$20,000	\$42,500	\$55,000	\$117,500	\$125,000	\$7,500

*Based on the assumption that space advertising can produce sales at the average cost of the primary, secondary, and marginal list groups.

additional names needed to maintain dollar profits after the postage rate increase must be sub-marginal. It is with Chart VIII, therefore, that we should concern ourselves if we are to be realistic. This chart is reprinted herewith.

A glance at the "sub-marginal" line shows that we must spend \$11,000 on advertising and handle gross sales of \$22,726 in order merely to break even. This is "profitless prosperity" and, to a profit-minded boss, an unhappy state of affairs. Let's see if we can't do better for him. Suppose that instead of mailing to

You may very well ask, "What is the basis for your assumption that space advertising can deliver at the average cost of the primary, secondary, and marginal list groups?" The honest answer is that there is no certainty—only likelihood, as demonstrated by results obtained over several years and described below. (Let us not forget there is no certainty, either, in the Mayer-Stone assumption that 200,000 sub-marginal names can be found which will yield results at a rate within 95½% of the original 300,000 marginal names.)

Tips for the Production Man . . .

A Study of the Roman Letter

By Kenneth B. Butler

Before today I never gave much thought, really, to the Roman letter. Beyond its identification as a straight up-and-down letter, that is, and wondering why they use those horrid Vs in place of Us in architectural sculpture lettering.

Since studying a handsomely done brochure on this topic by James Hayes, calligrapher and authority in the domain of Roman letter forms, published by R. R. Donnelley & Sons Co. in connection with a display held in its Lakeside Press Galleries, I know more about the subject and have a greater appreciation of the Roman letter forms.

The brochure describes, with delightful illustrations, the history of Roman letters, the writing tools and materials used in the ages dating back to the seventh century B. C. As today, lettering played an important part in Roman life. It was used on everyday things such as distance slabs, arches, bridges, aqueducts, lead pipe, jewel boxes, coins, decrees, laws, military discharges . . . even on gladiators' tickets.

On Trajan's Column, erected 114 A. D.

in Rome, appears, says the booklet, an inscription in Roman capitals so clear and strong and beautiful that it has been a model and a source of inspiration to the designers of letters throughout 18 centuries—including artists and craftsmen in letter forms of our own time.

A last will and testament, written upon papyrus, is especially interesting because it shows Roman letters in what is known as a "cursive" or "running" form that can be written, much like our handwriting today, without lifting the pen from the writing surface after each letter in a word.

Some of these were written with speed, and the resulting carelessness led to the present forms of many of our small letters. (Modern handwriting is still further simplifying letter forms, to aid in writing speed.)

Especially interesting is the description of the development of the cursive versions into italic type.

And so, in addition to everything else learned from this excellent brochure, we infer that it is incorrect to use the term

"Roman" to identify non-italic type. The basis of today's stately and beautiful calligraphy writing and type is thus easily

traced back to early Roman times. For all of this, our thanks to Mr. Hayes and Lakeside Press.

HELLO, MY FANCY!

NEW YORK, May 9—Lay down that foul and nauseous briar. There's a new blend in the windows of the Wally Frank tobacco shops, New York. It's called No. 248. It costs 20¢ an ounce, and it's made with—chlorophyll (AA, May 12.)

What's in your dentifrice—your pill?
 What's even in the food you grill?
 What's in that pipe you're smoking still?
 CHLOROPHYLL.

What's merchandised with so much skill?
 What's on the tongues of Jack and Jill?
 What's hailed foremost from rock 'n' rill?
 CHLOROPHYLL.

What puts the profits in the till?
 What gives competitors the chill?
 What's poised and ready for the kill?
 CHLOROPHYLL.

Who, after all, will pay the bill?
 Who'll get that same, old doubtful thrill?
 Who always has, and always will?—
 Not CHLOROPHYLL!

—ALLEN THRASHER,

Director of Advertising, First National Bank of Cincinnati.

Chlorophyll Toothpastes Gain in N. Y.

NEW YORK, AUG. 14—New Yorkers have taken to chlorophyll dentifrices in a big way—and at the expense of “ammoniated-only” and regular types.

This is one of the principal findings in WOR's semi-annual product poll of 1,600 homes in 12 metropolitan county markets. This study, which the station provides as a free service to advertisers and agencies, was made by Pulse Inc. in July. Twelve product categories—bread, beer, cigars, etc.—were covered.

Commenting on the study, Robert M. Hoffman, research director of WOR and WOR-TV, pointed out:

“The poll shows that dentifrices containing chlorophyll have already garnered a large share of the metropolitan 12-county market and that they have done so at the expense of the ‘ammoniated-only’ and regular types. Since their introduction early this year, the stocking of chlorophyll toothpaste brands in homes has risen sharply to a point where more than one out of every four families had a green dentifrice on hand in July.”

■ The study showed that 25.8% of the families surveyed stocked chlorophyll toothpaste in July. Data was also obtained by Pulse on the dentifrice market picture in January, 1952, just prior to the debut of chlorophyll dentifrices in this area.

Comparing the two periods, ammoniated toothpastes dropped from 20.4% on hand in January to 15% in July. (Chlorophyll figures cited earlier include chlorophyll brands that are ammoniated.) Coincidentally, so-called regular dentifrices dropped from 87.1% in January to 70.4% in July.

DENTIFRICES

On Hand in Metropolitan
New York Homes:
January 1951-July 1952

(Expressed as percent of all families surveyed)

	July 1952	Jan. 1952	July 1951	Jan. 1951
Colgate	47.2%	47.7%	45.7%	42.7%
Ammident	14.8	14.3	15.6	12.6
Chlorodont	12.4	(a)	(a)	(a)
Isana	7.1	8.6	8.6	9.6
Pepsodent	6.9	9.0	8.7	10.5
Dr. Lyons	5.6	9.2	9.9	10.9
Squibb	2.6	3.0	3.6	3.9
Kolynos	2.2	2.8	3.2	3.9
Phillips	1.4	1.2	1.6	2.1
Craig-Martin	1.3	1.4	1.5	1.6
Macy's	1.3	1.4	1.4	1.2
Listerine	1.3	1.1	1.1	1.1
Miscellaneous Brands	5.4	6.8	7.8	9.2
Homes with product on hand*	96.2%	95.4%	95.8%	95.2%
Brands on hand per 100 homes stocking this product	117	113	115	116

(a) Not on the market, introduced in New York area in February 1952.

*Figures add up to more than these percentages because of presence of more than one brand in some homes.

Despite the gains of chlorophyll from the over-all point of view, a regular old-fashioned type dentifrice continued to hold the No. 1 position in the market. Mr. Hoffman stated:

■ “The number one brand, a regular type, continued to dominate the field although dropping fractionally from 47.7% to 47.2% between January and July. An ammoniated toothpaste continued in the second spot among brands and actually picked up slightly—from 14.3% to 14.8%. A chlorophyll brand, the first of the green toothpastes, was found in 12.4% of homes surveyed to rank third. With the exception of the second-place ammoniated

toothpaste, all major brands lost ground to the chlorophylls.”

Other findings:
Many families had more than one brand in the house, an average of 117 brands being found in every 100 homes stocking toothpaste.

Green toothpastes have had greater acceptance in TV homes than non-TV homes, with 30.7% of the TV homes stocking this type of dentifrice against 16.1% of the non-TV families.

Four A's Names Morelock

Vernon L. Morelock, radio and television director and a v.p. of Winius-Brandon, St. Louis agency, has been named to the committee on radio and television broadcasting of the American Assn. of Advertising Agencies.

Moler Promoted to Ad Head

M. T. Moler, associated with the company in a sales capacity since 1945, has been promoted to advertising manager of United Specialties Co., Chicago maker of specialized automotive products.

Appoints Bernard Kewin

Bernard M. Kewin, formerly assistant advertising and sales manager for Cribben & Sexton Co., Chicago, has been named assistant advertising manager for Automatic Transportation Co., Chicago maker of electric industrial trucks. He succeeds Robert M. Whitney, who has been promoted to sales manager.

Zenith Appoints Burke

Harry W. Burke, formerly southern district manager in Charlotte, N. C., for Altorfer Bros. Co., has been named a special merchandising representative for Zenith Radio Corp., Chicago. He will work out of Chicago on special merchandising assignments involving distributors of Zenith radio and television products.

Heinrich Opens Branch Office

Don Heinrich Advertising, Peoria, Ill., has opened a branch office in Jefferson City, Mo. Richard A. Hall, v.p. and director of sales, will manage the new office. Raymond Peterson will succeed Mr. Hall in the home office.

Ruscoe to Gates-Bourgeois

W. J. Ruscoe Co., Akron, national distributor of Goodyear Pliobond, has named Gates-Bourgeois, Akron, to handle advertising for the plastic adhesive. Magazines and trade publications will be used. The agency has moved to 223 W. Exchange St.

Kaye-Halbert Promotes Two

John L. Lyons, general sales manager, has been promoted to national director of sales of Kaye-Halbert Corp., Culver City, Cal., maker of television receivers. Hans Berger, production manager, has been advanced to v.p. in charge of operations and production.

17th in EFFECTIVE BUYING INCOME per FAMILY
Among Sales Management's 162 Metropolitan Areas



If your advertising dollar is seeking the quality markets first—then the Quad-City area belongs close to the top of your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-Citians. You cover 3 of the 4 Quad-Cities when you use The Argus and The Dispatch.

The MOLINE Dispatch
The ROCK ISLAND Argus

THE KLEIN-KRUPP CO. NATIONAL REPRESENTATIVE

Coming! January 1953

APPLIANCE MANUFACTURER



. the dynamic new magazine for the men who make the management, design, production and purchasing decisions in America's fastest growing industry — Home Appliances.

Here for the first time this great mass production industry—manufacturers of electric, gas and oil appliances—will be served by its own specialized publication.

If you want to tap the massive purchasing power which feeds today's streamlined production of home appliances you will want to know more about APPLIANCE MANUFACTURER.

**DEADLINE FIRST ISSUE
December First
DON'T DELAY—
WRITE TODAY!**

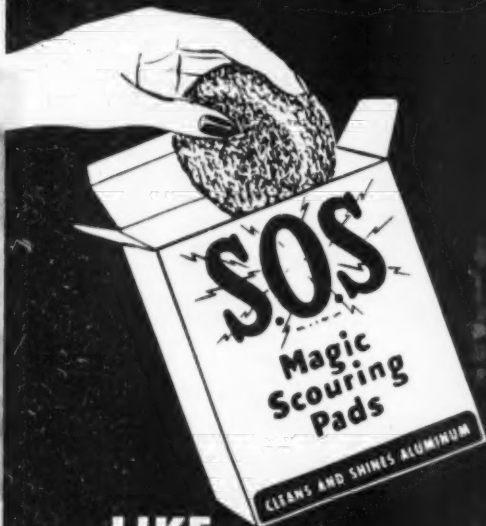
Get all the facts NOW! Write for complete details regarding this multiple market for materials and components. Learn about the carefully planned editorial program—broad functional circulation coverage—striking format and quality reproduction—and advertising rates.

For complete details write
APPLIANCE MANUFACTURER

201 N. WELLS ST., CHICAGO 6, ILL.

PUBLISHED BY THE PUBLISHERS OF THE ARGUS AND THE DISPATCH

If You Want MASS



...LIKE

S.O.S

With a mass product, you buy mass markets. Mid-America is one — a mass market, dominated by farmers. You can't sell Mid-America without farm families, nor the magazine that concentrates on them alone!

Buy
Capper's
Farmer



GE Sets Dark Fall Days for Its Annual Bulbsnatcher Drive

CLEVELAND, Aug. 12—That particularly vicious breed of criminal the bulbsnatcher, is expected to be on the loose early in September.

At least, General Electric's lamp division thinks so and has planned its annual bulbsnatcher promotion to start Sept. 5. GE claims bulbsnatchers, or people who sneak around swiping bulbs from one socket to fill another, really come out into the open as soon as fall starts and the days begin getting shorter.

Operation Bulbsnatcher will last for three weeks and will be concentrated in newspapers, magazines, radio and TV. Nancy Sasser's "Buy Lines" in 93 newspapers will warn of the light-filching threat, as will radio spots in 36 markets and commercials on "Information Please" (CBS-TV). Full pages are also scheduled in *Life* and *Look*.

In the 43,000,000 U. S. homes with electricity, there is a total of more than 100,000,000 empty sockets. GE says, averaging 2.4 empty sockets in each home. "Empty sockets" include those with burned out bulbs in them.

HALLOWEEN CONTEST IS SCHEDULED BY GE

CLEVELAND, Aug. 12—Hallowe'en says General Electric Co., is second only to Christmas when it comes to taking pictures.

Consequently, the company's lamp division has cooked up a photoflash contest for amateur photographers running from Oct. 15 through Nov. 15. The nation's vast army of flash camera fans will be invited to take a Hallowe'en picture with a GE flashbulb and send it in with the bulb number. Entry blanks will be available from local flashbulb dealers.

Prizes for the contest, which is the first of its kind, according to GE, range from major appliances such as home freezers, electric ranges and refrigerators, to GE electric clocks.

To announce the contest and spur entries, GE has scheduled ads in *The American Weekly*, *Family Circle*, *Look*, *Parade*, *Quick* and *This Week Magazine*. It will also be featured on the Oct. 26 Fred Waring show (CBS-TV). Backing up the ads will be merchandising packages for GE flashbulb dealers containing window streamers, counter cards and similar promotional equipment.

Contest judging will be started Dec. 1 by a panel of judges headed by *Life's* Frank Scherschel, assistant picture editor. Winners will be played up in a GE ad scheduled for the February issue of *Photography*.

Westinghouse Introduces New Double Oven Electric Range

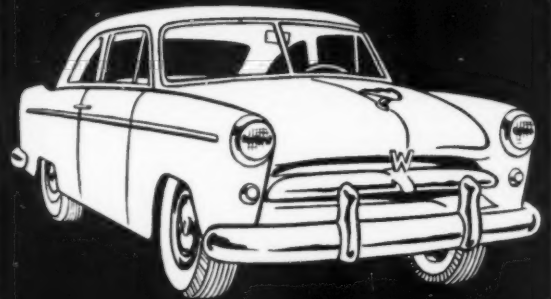
The electric appliance division of Westinghouse Electric Corp., Mansfield, O., will spearhead its fall range advertising with the introduction of a new double oven electric range. Called the President, the new range will retail at a suggested list price of \$329.95.

The drive will get under way with product demonstrations by Betty Furness on Westinghouse's "Studio One" TV show and on the series of "Pick the Winner" political programs over the CBS TV and radio networks. Magazines and newspapers will be used also. Fuller & Smith & Ross, Cleveland, is the agency.

Gray Appoints Stapleton

E. J. Stapleton, formerly publicity chief for the Pepsodent division of Lever Bros. Co., has joined the John Morrissey Gray public relations company, New York, as account executive for General Baking Co.

If You Want CLASS



...LIKE

Aero Willys

When your product costs important money, you want the people who *have* money. Farm families are near the top. And tops among them are the readers of *Capper's Farmer*. They are the most prosperous farm families in Mid-America, itself the richest farm market on earth!

Buy
Capper's
Farmer





IP Allen ... **WILLIAM GARFINKEL & CO.**

PIRATE LOOT—The opening spread of David Crystal Inc.'s eight-page dress promotion with a pirate theme in the September *Vogue* will look like this.

David Crystal Sets Eight-Page Fashion Promotion in 'Vogue'

NEW YORK, Aug. 12—Pirate treasure is the theme of an eight-page fashion promotion set by David Crystal Inc. in the September issue of *Vogue*.

The eight-page sequence, called "Pieces of Eight" for the pirate theme, features David Crystal fashions against a backdrop of lightly sketched pirate trappings. Each page carries the signature of a well known store which carries the Crystal fashion.

Stores featured in "Pieces of Eight" are J. P. Allen & Co., Atlanta; Carson Pirie Scott & Co., Chicago; Julius Garfinckel & Co., Washington; Lord & Taylor, New York; I. Magnin & Co., San Francisco; Neiman-Marcus Co., Dallas; John Wanamaker, Philadelphia, and Woolf Bros., Kansas City. A

total of 224 stores, including the above, are participating in the fall promotion for the fashion designer.

A similar eight-dress promotion was tried last January in *Town & Country*, followed by a four-page suit promotion in April. Crystal assembled a direct mail booklet incorporating those fashions for use by participating stores as self mailers or enclosures in other mailings. The same formula will be followed this fall, with the eight *Vogue* pages and one editorial page in color scheduled for the booklet.

Space is left on the booklet for each store's imprint. So far, David Crystal Inc. says, 850,000 of the booklets have been ordered.

Vogue's help on the promotion consists of a kit for each store which contains a publicity release, fashion show script, window display suggestions and a sales training sheet.

Agency for David Crystal is Morey, Humm & Johnstone.

Zenith Promotes Barnes

Zenith Radio Corp., Chicago, has promoted Mathew F. Barnes to regional sales manager for the territory which includes San Francisco, Fresno, Salt Lake City and Denver. He was sales manager in the Southwest.

Appoints Miller S. M.

Henry N. Miller, formerly with Westinghouse Electric Supply Co., has been appointed sales manager of Electrical Facilities Inc., Oakland, Cal., maker of precision laboratory apparatus and other testing devices.

Names La Fonteese Rep

La Fonteese & Associates, San Francisco publishers' representative, has been named northern California representative for *The Pacific Coast Record*, Los Angeles trade publication for restaurants, hotels and clubs.

Gordon Foods Promotes Two

Reed A. Blackwell, v.p. in charge of sales and sales promotion, has been promoted to executive v.p. of Gordon Foods Inc., Cincinnati. Charles Rooston, advertising manager, has been named v.p. in charge of the wholesale division.

Ads More Honest Than Politics, Say Chicago Housewives

CHICAGO, Aug. 12—The political fever of an election year plus some of the attention advertising has been receiving from politicians has inspired Sherman & Marquette, an agency here, to take a poll of housewives to see how they feel about politics vs. advertising.

Ninety-seven housewives in Chicago were asked which they believe is more honest: politics or advertising.

The response: 74.2% thought advertising is more honest; only 21.1% said politics is more honest. One lady said both are basically honest. But 13.4% said neither is honest, and 5.2% said neither is honest but politics is the least so. The remaining 4.1% admitted they didn't know, and went back to their chores.

Montenier Uses TV Alone to Test Its Finesse Shampoo

CHICAGO, Aug. 12—Jules Montenier Inc. is testing a new cream shampoo—Finesse. Advertising so far has been limited to a combination offer, with Stopette, over the company's "What's My Line" on CBS-TV, Sunday, 10:30-11 p.m., EST.

The offer—to run through August—is a package unit of the new shampoo with Stopette, Montenier's spray deodorant, for \$1.75. Purchased by itself, Finesse costs \$1.25.

A decision on future advertising is being held up until the company sees how well sales have gone in the TV areas. To date, according to a spokesman, sales have been satisfactory.

Earle Ludgin & Co. is the agency.

CBS Switches Becker from TV to Radio Operations

I. S. Becker has been named v.p. in charge of business affairs for CBS Radio. He has been v.p. in charge of business affairs for CBS Television since July, 1951. Kenneth L. Yourd continues as director of business affairs for CBS Radio. W. Spencer Harrison has been named v.p. in charge of legal and business affairs for CBS Television.

Mr. Becker has been associated with CBS since 1934, when he joined Columbia Artists Inc., then a CBS division, as business manager and assistant director. In 1940 he became v.p. of Columbia Artists and in 1948 director of operations at CBS. Mr. Harrison has been senior attorney for the TV division for the past year.

Sponsors Rams, 49'ers on TV

Goebel Brewing Co. of California, for Goebel's beer, has signed to sponsor live telecasts of pro football games of the Los Angeles Rams and the San Francisco 49'ers which originate outside the Los Angeles area. The telecasts will be carried by KECA-TV, Los Angeles ABC affiliate. The schedule of telecasts includes six games between Sept. 28 and Nov. 30. Russell, Harris & Wood, San Francisco, is the agency.

Consolidated Appoints Lake

Russell M. Lake Advertising, Fresno, has been appointed to direct advertising and promotion for Consolidated Distributors Inc., Selma, Cal., sales agent for Miller Rotary Scraper Co. Ads are scheduled for farm implement dealer publications in the U. S., Canada and Mexico, with plans for a schedule in Latin American farm magazines.

Crassweller Named Ad Head

James B. Crassweller, formerly assistant advertising manager of Victor Chemical Works, Chicago, and prior to that with the ad department of Skilsaw Inc., Chicago, has been named advertising manager of Weber Addressing Machine Co., Mount Prospect, Ill.

If You Want FARMERS

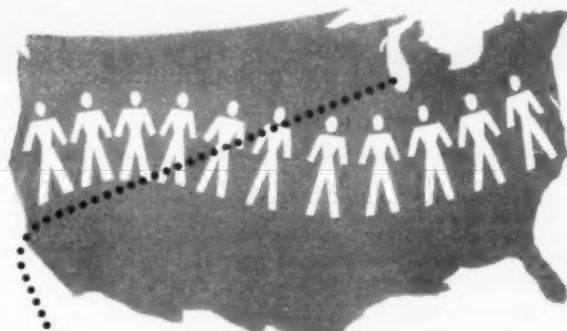


...LIKE



With a product for farmers, you want *on-the-farm circulation*. Not would-be farmers, or half-acre farmers, but those with fields to work . . . stock to raise . . . buildings to maintain. Capper's Farmer circulates 90% right on the farm!

Buy
Capper's
Farmer



WE OWE A DEBT to advertising agency production men throughout America who, recognizing the importance of fine photoengraving in national advertising, have consistently specified "engravings by C M & H". Their demand for quality supports our standard of quality.



COLLINS, MILLER & HUTCHINGS, INC.
207 NORTH MICHIGAN AVENUE • CHICAGO 1

America's Finest Photoengraving Plant

Meredith Seeks TV Permit in St. Louis

DES MOINES, Aug. 14—Meredith Engineering Co., a subsidiary of Meredith Publishing Co., has asked the Federal Communications Commission for another television station construction permit—this one in St. Louis.

The Meredith firm has similar applications pending for TV stations in Minneapolis and Rochester, N. Y. It now operates WOW and WOW-TV in Omaha; KPHO and KPHO-TV in Phoenix, and WHEN-TV in Syracuse, N. Y.

Meredith seeks v.h.f. Channel 4 in St. Louis.

An application for a television station in Albany, N. Y., pending since 1948, has been withdrawn.

MRS. HARRY CHANDLER

LOS ANGELES, Aug. 12—Mrs. Harry Chandler, 86, widow of Harry Chandler and mother of Norman Chandler, Los Angeles Times publisher, died at her home Aug. 9 following a long illness.

Mrs. Chandler was secretary and director of the Times-Mirror Co. for many years. In 1944 she resigned as secretary, following the death of her husband, who had been publisher of the Times since 1917. Later she was elected chairman of the board.

MILTON J. BLAIR

NEW YORK, Aug. 13—Milton J. Blair, 64, who retired several years ago as v.p. and secretary of Sherman K. Ellis & Co., after a career of 35 years in the advertising business, died yesterday at Martha's Vineyard, Mass.

Mr. Blair was graduated in 1910 from the University of Wisconsin and entered the advertising field with J. Walter Thompson Co. in Chicago. Subsequently, he became a v.p. of the company, and 14 years later became an officer of the Ellis agency, which subsequently became C. J. LaRoche & Co.

During World War II Mr. Blair was a member of the staff of the Advertising Council.

ADELAIDE L. BREWSTER

NEW YORK, Aug. 12—Adelaide Lancy Brewster, 51, the original Betty Crocker who discussed cooking under that name for General Mills on radio broadcasts from 1921 to 1934, died yesterday of cancer at Memorial Hospital. At the time of her death she was assistant chief of domestic production, international motion picture division, Department of State.

Until last year, as consultant of the American Cancer Society, Mrs. Brewster supervised the production of cancer educational films for physicians and the general public. At various times during her career she had been associated with R.K.O.-Pathe, Frank Donovan Associates, the Federal Housing Administration and several other government agencies.

RAYMOND I. TENNANT

LOS ANGELES, Aug. 13—Raymond I. Tennant, 65, retired advertising and public relations manager for the California Bank, died Aug. 10 after a stroke.

Mr. Tennant worked as a reporter for several midwestern newspapers, including the Des Moines Register and Tribune and the St. Paul Dispatch and Pioneer Press.

F. H. MICHAELSON

BOISE, IDAHO, Aug. 12—F. H. Michaelson, former editor and publisher of the Caldwell News-Tribune, died here at a nursing home on Wednesday. He was 77 and in poor health since struck by an automobile five years ago.

GEORGE M. CARNES

NEW ORLEANS, Aug. 12—George M. Carnes, 52, public relations consultant and former executive of the Chamber of Commerce of the New Orleans area, died of a heart ailment at his residence here Sunday night.

Mr. Carnes left chamber of commerce work in 1942 to join the personnel and advertising staffs of New Orleans Public Service Inc. In March, 1948, he opened offices as a public relations consultant. He was an organizer of the New Orleans chapter of Public Relations Society of America.

MATTHEW G. SULLIVAN

ROCHESTER, N. Y., Aug. 12—Matthew G. Sullivan, 64, circulation

director for the Gannett Newspapers since 1935, died at his home here Saturday.

Prior to 1935, Mr. Sullivan had been circulation manager of the Cleveland News and the old New York World, and before that was a circulation executive for Hearst newspapers in New York state.

During World War II he was assistant director of the printing and publishing division of War Production Board, and also newsprint administrator. He was a past president of the International Circulation Managers Assn. and the New York Circulation Managers Assn.

WILLIAM A. AHRENS

CINCINNATI, Aug. 14—William A. Ahrens Jr., 67, executive secretary of the Cincinnati Daily Newspaper

Publishers Assn., died Aug. 12. Born in Cincinnati, Mr. Ahrens has been with the publishers' association since 1939.

WISN Names Cohen, DeGrace

WISN, Milwaukee Hearst Radio Inc. owned-and-operated station, has named Gerald S. Cohen, formerly with WDGY, Minneapolis, sales promotion manager. He will be in charge of merchandising, promotion, publicity and research. Mr. Cohen succeeds George A. DeGrace, who has been put in charge of the new public service and education department of the AM-FM CBS affiliate.

Segerstrom Buys Magazine

Donald L. Segerstrom, publisher and editor of the Union Democrat, Sonora, Cal., has bought Mining &

Industrial News from Claude M. Chaplin. Mr. Chaplin will remain with the paper in an advisory capacity. Plans are being developed to expand the circulation and news coverage to industries allied to the mining industry.

Bendix Expands Radio, TV

Bendix Aviation Corp., Baltimore, has expanded its television and radio division by establishing district offices in New York, Chicago and San Francisco. Don Ross is the manager for the San Francisco office. He will direct sales and advertising activities in the nine western states.

Shifts Nash to Florida

William R. Nash, v.p. of Gregory & House, Cleveland, has moved to Sarasota, Fla., where he will continue to represent the agency.



(His business paper . . . of course)

Yours for the asking . . .

You can get considerable help in stepping up the effectiveness of your business paper advertising, from the many materials and services offered by ABP. Those listed here . . . some new . . . some perennial . . . are packed with important facts and fresh ideas. Send for the ones you want. Just check the boxes below.

New Ad-Objectives For These Times. A collection of wartime advertisements, revised to show how to meet some of the long and short range objectives of selling in today's far-from-normal economy.
SEND ME.....COPIES

What's Paid Circulation To You? Straightforward talk on a lively question, to help you appraise the extra advertising values in publications paid for by their subscribers . . . and audited by ABC.
SEND ME.....COPIES

How To Use "Tax Dollars" Profitably . . . An analysis, by a noted economist, of five different ways in which today's profits can be invested soundly in constructive business development.
SEND ME.....COPIES

What Do Your Dealers Want To Know? Detailed answers to twelve questions asked in a nationwide survey, to post you on what your dealers read and what they want to know about your products and promotions.
SEND ME.....COPIES

What Makes Business Paper Ads Work? Your complete staff needs this basic checklist of twenty points to test business advertising effectiveness . . . based on analysis of nine years' award winners.
SEND ME.....COPIES

Are Business Papers Really Read? The ABP Film, "Research Looks at Business Paper Readership" highlights the findings of ARF's "Continuing Study of Business Papers," sponsored by ABP. Write for a showing.
SEND ME DETAILS ON YOUR SLIDE-FILM BOOKING.....

Prudential to Test Newspaper Drive for Accident Policy

NEW YORK, Aug. 14—Starting Aug. 18, Prudential Insurance Co. will test a followup campaign in six Maryland markets and one in West Virginia on its new sickness and accident insurance protection.

The insurance company has embarked on a market-to-market newspaper campaign. About 146 cities have already been scheduled to get 1,000-line announcement copy within the next few weeks. More markets will be added as soon as the company's salesmen have been trained to sell the new insurance. It is Prudential's first

adventure in this field. Calkins & Holden, Carlock, McClinton & Smith is the agency.

Following the announcement ad this coming week, Prudential will use 24 smaller ads over a 13-week period in Baltimore, Hagerstown, Cumberland, Salisbury, Cambridge and Frederick, Md., and in Martinsburg, W. Va. Weeklies also will be used in Maryland towns with local Prudential offices.

All ads will be localized to the cities or states in which they run. The Maryland copy, for example, will be addressed to "the one out of four Maryland families who will have someone disabled by sickness or accident this year."

Market data provided by the Bureau of Advertising, American

Newspaper Publishers Assn., was used in planning the campaign.

In the opening ad Prudential, terming itself "once again... a pioneer," describes the new insurance as broad in coverage with a wide range of benefits. "It provides regular payments," the copy says, "to take the place of income lost from any sickness, almost any conceivable accident, on or off the job." A set of pictures and captions in newspaper editorial style point up the hazards the policy holder is insured against.

Gresh & Kramer Adds Three

Gresh & Kramer, Philadelphia, has been named to handle advertising for Jordon Refrigerator Co., Vapo Corp., and Harmonic-Reed Corp., all of Philadelphia.

Canadian Advertisers Elect

J. F. Twitchell of Sidney Roofing and Paper Co. has been elected president of the British Columbia Industrial Advertisers Assn. Other officers elected are T. Stewart Brown, v.p.; Roy Hunter, Stevenson & Scott, treasurer, and R. E. Jefferson, Stewart-Bowman-Macpherson, secretary.

Olzendam Reopens PR Office

Roderic Olzendam, who left his business as consultant on industrial and public relations three years ago to become Washington State director of social security, has resigned to return to his business.

Mel Richman Studios Move

Mel Richman Studios, Philadelphia, has moved to new quarters at 209 Chestnut St.



MOTHER'S NEW DRESS—Since designer Jim Nash got through with it, the Mother's Best flour package for Nebraska Consolidated Mills Co. looks like the one at right, with white lettering on cypress green and special emphasis on the enclosed Duncan Hines recipes.

Annual \$250,000,000 Sales of Radio Sets Predicted by Brandt

SYRACUSE, N. Y., Aug. 13—A General Electric official said today that radio sets have become "over the counter" items and will continue to be big business.

Arthur A. Brandt, general sales manager for GE's receiver department, predicted that in the next few years retail sales of radio sets will average \$250,000,000 annually.

Despite the rapid rise of television, said Mr. Brandt, radio is assured of a substantial volume from a large replacement market, a trend toward multiple ownership and new features like the clock-radio.

Mr. Brandt, who just returned from regional sales conferences with distributors, emphasized that the sales problem today "hinges not upon the ability of the consumer to buy, but rather upon the ability of the salesmen to sell a public well able to buy."

To show that radio set sales are still strong, Mr. Brandt cited the following points:

1. Radio sets lead all traffic appliances in retail sales.
2. Radio sets rated sixth in dollar volume for all appliances during 1951.
3. Homes with television now have more radios than non-TV homes.

Murray, Adams Elected V. P.s

Aubrey F. Murray and Thomas J. Adams have been elected v.p.s of Times-Picayune Publishing Co., New Orleans. Mr. Murray is advertising director and Mr. Adams is credit manager.

Clark Names Stapp A.E.

Darwin L. Stapp, formerly v.p. in charge of sales in the southern region for Hiram Walker Inc., has been appointed a senior account executive of Robert E. Clarke & Associates, Miami.

Bernat Switches Agencies

Emile Bernat & Sons Co., Jamaica Plain, Mass., maker of hand knitting yarns, has switched its account from Franklin Advertising Service, Boston, to Bresnick Co., Boston.

Promotes Stanley Walczak

Stanley M. Walczak, with the agency since July, 1951, has been promoted to art director in the Pittsburgh office of Marsteller, Gebhardt & Reed.

Barcalo Promotes Stuff

Earl F. Stuff has been promoted to sales manager of the mattress division of Barcalo Mfg. Co., Buffalo. He has been with the company since 1930.

Gunn-Mears Appoints Brady

Harold A. Brady, formerly real estate editor of the New York Mirror, has been named an account executive of Gunn-Mears, New York.

Toerge to Ketchum, McLeod

Walter Toerge, formerly technical editor of Steel, Cleveland, has joined Ketchum, McLeod & Grove, Pittsburgh.



MANY A MAN HAS MORE FUN fishing for facts than for flounder. Tackling the tough problems of his job is his sport. Finding the answers in his business paper is good reading. Fun or not, it's *required* reading... and he knows it. Which explains why the **Best Informed Men in every Field** rarely miss an issue. They can't afford to.

The ARF, most critical of factfinders, put business paper reading to the test and reported that *copy* in business paper advertising gets a down-through-the-paragraph reading. In business papers, readers don't just catch at captions; they dig for facts.

Of course, business men read their business papers thoroughly. Now, even more than ordinarily. There never was a time when changes came faster... when new products, new techniques, new merchandising ideas, new regulations made it so urgent to read every issue with a searching self-interest. In a business paper, the editorial pages prime a man with ideas... start him planning... tell him how... send him to the advertising pages to find the products, materials and services he needs. To be thoroughly posted, he reads both!

This is why the business press alone can muster so much concentrated buying power in such compact and keenly interested audiences. **This is the distinctive function of the business press. No other medium can do this job so well... or at such low cost.** It's the major reason why you can sell more of any product... when you sell in the business press *first*... to the best informed men in your field.

Better than \$300,000,000 will be spent by advertisers in business publications in 1952. That's mighty close to the total spent in all consumer weeklies... far more than in all women's or general or farm magazines. It's a big part of the investment in hard selling that powers American business. And it's one more proof of the weight advertisers give to advertising direct to business, in business publications.

In practically every field you'll find ABC and ABP papers out in front in reader and advertiser preference. ABP papers alone (all ABC-audited) are paid for by almost two million subscribers... at a total cost of more than \$7,000,000 a year. You'll find it well worth while to look for the ABP-ABC symbols—and examine what they stand for—when you're selecting business papers.



THE ASSOCIATED BUSINESS PUBLICATIONS

Founded 1916

205 East 42nd Street, New York 17, N. Y. • MUrray Hill 6-4980



DEALERS' DOG—Quaker Oats Co. is promoting Kan-L-Biskit and Kan-L-Meal dog food products with this 30" balloon to be used as a premium and display piece for dealers. The dog deal will be supported by ads in 20 magazines, newspaper sections, TV and radio.

JWT Adds Basche, Scheurle and Rice to Chicago Staff

J. Walter Thompson Co. has added three members to its Chicago staff. Robert Basche, formerly merchandising manager and assistant advertising manager of Pabst Sales Corp., has been named to the service for retailers department. Lincoln Scheurle, formerly a radio-television production supervisor of the Chicago office of Foote, Cone & Belding, has been appointed a television and film commercial writer in the radio-TV department.

Donald Rice, formerly with the advertising department of Procter & Gamble, where he handled brand promotion, has been added to the service representative staff.

Brewer Buys WABD Spots

Brewing Corp. of America, Cleveland, has signed a 52-week contract with WABD, New York DuMont TV outlet, for a series of ten-second spots seven nights a week between 8 and 11 p.m. The contract is effective Aug. 25. The spots, running from two to five a night, will be news and weather

reports. Carling's Red Cap ale and Black Label beer will be featured. Benton & Bowles, New York, bought the time. B&B handles Red Cap ale and Lang, Fisher & Stasnow, Cleveland, the Black Label beer account.

Copeland Elected President

E. Stanley Copeland Jr. has been elected president of F. A. Owen Publishing Co., Dansville, N. Y. (*The Instructor*). He succeeds the late Clyde E. Shults. Robert C. Gilboy has been named v.p. in charge of advertising.

CBS Promotes West

Bert S. West, who has been with CBS Radio spot sales in Chicago, has been promoted to eastern sales representative for KNX, Los Angeles, and the Columbia Pacific Network. He joined CBS in Hollywood in 1948.

Appoints Fox & Mackenzie

Quaker Rubber Corp., Philadelphia, division of H. K. Porter Co., has named Fox & Mackenzie, Philadelphia, to handle its advertising. Albert P. Hill Co., Pittsburgh, is the previous agency.



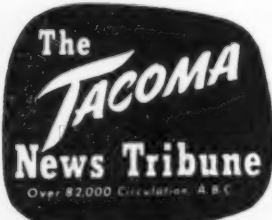
"You Can't Sell The Puget Sound Market Without Tacoma,"

says Wesley J. Schneider, Northwest District Representative, Comfort Paper Division

Comfort Paper Division, Crown Zellerbach Corporation, Seattle Washington—handles the sales of ZEE, CHIFFON and COMFORT Toilet Tissues; ZEE facial tissues, ZEE paper napkins, ZEE waxed paper, ZEE household towels and CHIFFON napkins. Mr. Schneider has been head of the Seattle office for 13 years.

"Selling the important Puget Sound market of Washington State is a double-barrelled proposition," Mr. Schneider says. "Certainly Seattle must be covered. But I've learned from experience that Tacoma must be covered, too—on the local level. Otherwise, an important part of the total market is lost, with a consequent loss in sales potential."

Think twice about Tacoma! It's a separate, distinct, important market. It's covered ONLY by the dominant News Tribune. That's why—on Puget Sound—you need BOTH Seattle and Tacoma coverage every time. Ask Sawyer, Ferguson, Walker Co.



and **KTNT** Transit Radio

This "Salesman" Has

BUSINESS PUBLICATIONS
THE WAY TO CUT SALES COSTS

MECHANIZED SELLING
WHEN YOUR ADVERTISING DOES ITS JOB (STEPS 1, 2, 3 AND 6) YOUR SALESMAN HAS MORE TIME FOR STEPS 4 AND 5.

1. FIND THE RIGHT PEOPLE
2. GET THE RIGHT MESSAGE
3. GET THE RIGHT MESSAGE
4. GET THE RIGHT MESSAGE
5. GET THE RIGHT MESSAGE
6. GET THE RIGHT MESSAGE

So-Lo Marx Plans Drive for Footwear for Fall and Winter

So-Lo Marx Rubber Co., Loveland, O., is planning to use full-page ads, some in color, in newspapers in 35 metropolitan centers for its fall and winter drive for its footwear. Full-page color ads will appear in *Parents' Magazine* and two others not yet decided upon.

The drive will introduce Blizzer Boot, a new footwear. National and local radio and television advertising will be used also. S. C. Baer Co., Cincinnati, is the agency.

Kordol Corp. to Rader

Kordol Corp. of America Inc. has appointed Kenneth Rader Co., New York, to handle advertising for its proprietary tablet, Kordolin. Newspapers and radio will be used in major eastern markets. Duane Jones Co., New York, is the previous agency.

Elorduy Joins Vladimir

Leonor Elorduy, formerly with Grant Advertising Inc., Mexico City, has joined Irwin Vladimir & Co., New York, as an assistant to the president.

Ad Agencies to Meet in N. Y.

The Affiliated Advertising Agencies Network will hold its annual meeting Sept. 15-18 in the Waldorf-Astoria Hotel, New York. John Mather Lupton Co., New York, will be the host agency. Awards will be given to agencies submitting outstanding pieces of advertising produced during the past year.

Schaible Co. Appoints Maron

Ernest H. G. Maron has been appointed director of sales development of Schaible Co., Cincinnati.

Resort Airlines Names Orr

Resort Airlines Inc. has appointed Robert W. Orr & Associates, New York, to handle advertising. The company is currently testing media for its all-expense air cruises. It is expected that newspapers will form the backbone of any campaign.

Crosby Opens N. Y. Office

Bing Crosby Enterprises has opened an office at 600 Fifth Ave., New York. Everett Crosby, president, will make his headquarters there.

Bruce Adds 'Ebony' But Most of Budget Goes to Newspapers

MEMPHIS, Aug. 12—E. L. Bruce Co. will use a Negro magazine this fall for the first time. Half-page ads for Bruce household products are scheduled for the October, November and December issues of *Ebony*.

Similar ads will be run in the September, October and November issues of *Better Homes & Gardens* and *McCall's*, but Harvey Creech, ad manager, said the bulk of Bruce advertising will be spent in local media. The local advertising will be run mainly in 100, 200 and 500-line newspaper ads.

Full pages also will run in the August, September and October issues of *Chain Store Age*, *Hardware Age*, *Housewares Review* and *Super Market Merchandising*.

Christiansen Advertising Agency, Chicago, is the agency.

Wide Contacts in the Field

Selling requires contact . . . and the more people a salesman gets to know, the more valuable he becomes. In contacting large companies, the salesman must seek out and sell a lot of people before he gets the order. This takes time—costly time—a lot of which can be saved.

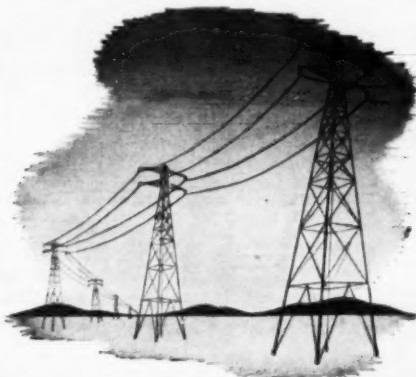
Business Publication Advertising can do the preliminary job of making contact, because business magazines have "wide contacts" in the fields they serve. They reach both the known and the unknown buying influences in places where your product can be used . . . and do it at pennies per call.

In other words, Business Magazine Advertising is to selling what good machines are to production. It's the high speed, low cost means of multiplying individual effort. That's why we call it "Mechanized Selling". It does the broad job of contacting . . . lets the salesman concentrate his time and skill on the important job of getting the order.

Ask your McGraw-Hill man for a copy of our 20-page booklet, "Mechanizing Your Sales with Business Paper Advertising". Also about our sound-slide film . . . "Mechanized Selling—Blueprint for Profits" which is available for showing at sales meetings.

HOW "MECHANIZED SELLING" INCREASED SALES IN SPITE OF NEW COMPETITION

A company producing equipment for the Electrical and Communications Industries doubled its production capacity during World War II. Following the war the number of competitors increased from 10 to 19. To keep its increased capacity going in face of new competition the company stepped up its business paper advertising; supplemented the campaign with house organ articles, catalog sheets and jobber material. The campaign, coordinated with selling efforts of salesmen and cooperation of jobbers, increased sales 28% and five competitive companies dropped out of the business.



McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 36, N. Y.

HEADQUARTERS FOR BUSINESS INFORMATION



No COSTLY DUPLICATION
No HOMES MISSED!

1 does the job in AKRON

To build and maintain the buying loyalty of hundreds of thousands of Akronites, you need only place your selling messages in Akron's only daily newspaper. Its home coverage is phenomenal.

Akron
BEACON JOURNAL
Evening & Sunday

John S. Knight, Publisher
Story, Brooks & Finley
Nat. Rep.

orders pour in



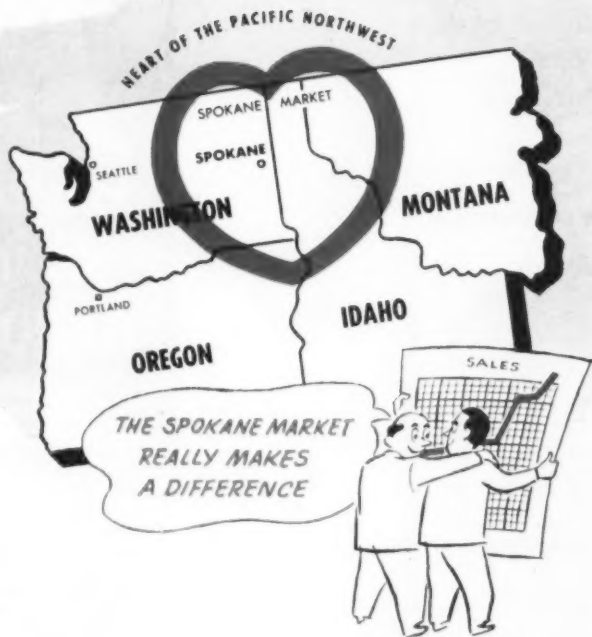
and pour in . . .



*When you
Cover the*

BILLION DOLLAR SPOKANE MARKET

*It's one of the three
Must Markets in the
Pacific Northwest*



More than a million people! Net buying income over a billion! Retail sales over 900 million! That's the Billion Dollar Spokane Market . . . one of the three must markets in the Pacific Northwest. Although the very heart of the Pacific Northwest, the Spokane Market is distant from coastal cities. Three hundred highway miles separate Spokane from Seattle and it is 376 miles to Portland. The Spokane Market is a distinctly independent and unified trade area surrounded on all four sides by giant mountain ranges. Inland Empire folks buy in Spokane and other Inland Empire trade centers, and they read and buy from the two big Spokane Dailies.

No Pacific Northwest sales program is complete without the Billion Dollar Spokane Market. The most effective and profitable route to sales in the Spokane Market is via the dominant coverage and readership of The Spokesman-Review and Spokane Daily Chronicle. These two big, home-delivered dailies are accepted as home-town newspapers the length and breadth of their vast market. Together they cover Spokane and the Inland Empire as does no other advertising medium.

So cover the Billion Dollar Spokane Market and watch Pacific Northwest sales orders pour in.

Advertising Representatives: Cresmer & Woodward, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta. Color Representatives, SUNDAY SPOKESMAN-REVIEW. Comic Sections: Metropolitan Group.

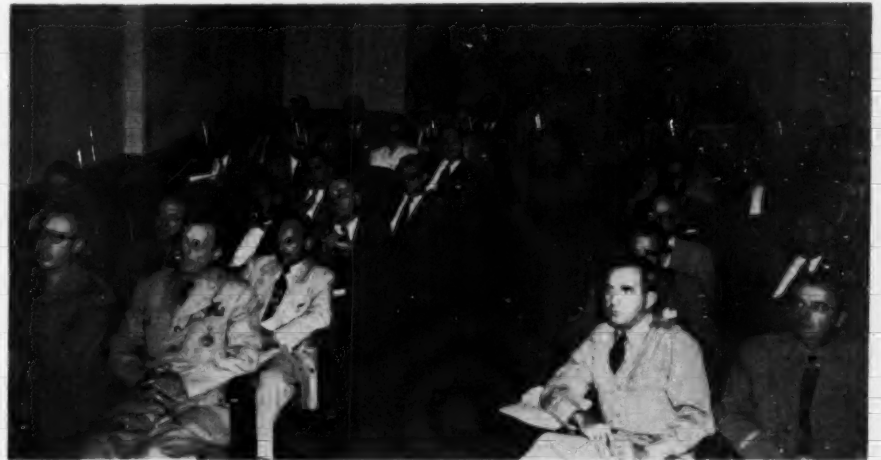
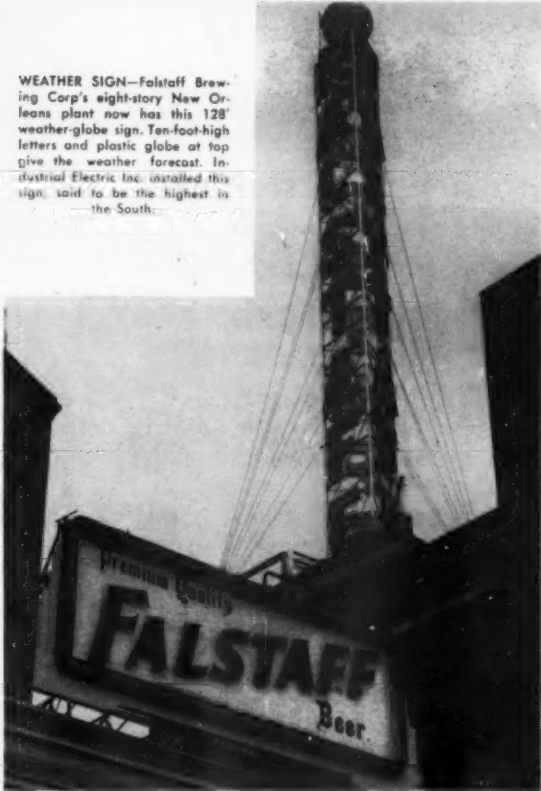
Accepted as
Home-Town Newspapers
the Length and Breadth
of the Inland Empire



Combined Daily
CIRCULATION
Now Over
160,000
81.84% UN-duplicated

PHOTOGRAPHIC REVIEW

WEATHER SIGN—Falstaff Brewing Corp.'s eight-story New Orleans plant now has this 128' weather-globe sign. Ten-foot-high letters and plastic globe at top give the weather forecast. Industrial Electric Inc. installed this sign, said to be the highest in the South.



NON-SPECULATIVE—These agency men may look speculative as they attend a briefing session on the Army and Air Force recruiting campaign which is now in need of an agency, but the military has said it won't entertain any speculative bidding

for the \$700,000-\$1,000,000 account. Bruce Robinson of the Bureau of Advertising, which has been urging Congress to increase its recruiting appropriation, acted as spokesman for the advertising industry at the Washington meeting.



OHIO VALLEY SPEAKERS—Industrial admen in the Ohio Valley chapter of National Industrial Advertisers Assn. heard these four execs during a meeting in Cincinnati. From left to right are P. H. Hubbard, president, Reinhold Publishing Co.; John W. Humphrey, president, Philip Carey Mfg. Co.; A. T. Bush, manager of statistical analysis, Acme Steel Co., and T. H. Young, ad director, U. S. Rubber Co.



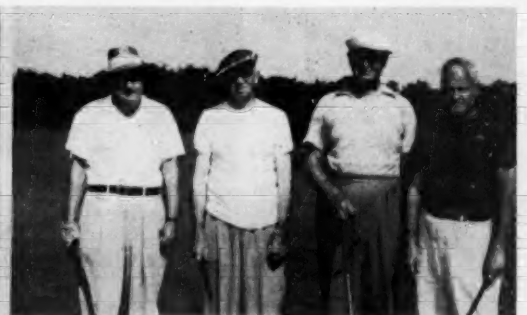
IN PLASTIC BAGS—Dazey Corp., St. Louis, is packaging its can openers in plastic bags and is shipping them in this three-color display container, which holds 12 openers.



THEIR NEW ADS—Jim Fleming, ad manager of Brunswick-Balke-Collender Co., Chicago, and his aide, Betsy Hall, look over the new "Let's Bowl This Weekend" copy to run in 50 newspapers in 38 cities this fall. The four-month campaign starts Aug. 22 and represents a new budget record—as well as a new sales theme—for the bowling equipment manufacturer. McCann-Erickson handles the account.



PITLUK SUPPER—Jack N. Pitluk (in dark suit, front row), founder and president of Pitluk Advertising Co., San Antonio, was host to his staff recently at a dinner dance given in honor of the agency's 33 years in business.



GOLFERS ALL—More than 100 publishing people and admen turned out for the 7th annual Silver Niblick tournament sponsored by Oneida Ltd., manufacturers of sterling and plated silver tableware, at Oneida, N. Y. At left, refreshing the previous hole with the shirtless Oneida president, M. E. Robertson, are Vern Myers, publisher of Look; H. W. Post, New York manager of Curtis Publishing Co., and Warren Agry, assistant to the publisher, American Home. At center, tournament winner Robert Macleod, ad manager, Harper's

Bozaro, takes his silver niblick prize from last year's winner Wallace Richardson, New York manager of Life, as H. H. Noyes, v.p. and ad director for Oneida, stands guard on the mike. The foursome at right is made up of Harold Clark, advertising director, Dell Publishing Co.; O. W. Cumings, director of premium sales, Oneida; Arthur Kohler, v.p. and ad director of Curtis Publishing Co., and Philip Zach, v.p. and ad director of Copper Publications.



They have an appetite for facts

In Santiago, Chile, the businessman consuming the newspaper at lunch and the students digesting the lecture illustrate a national attribute . . . an appetite for facts.

Through local newspapers and magazines, citizens of Chile satisfy their hunger for news while whetting another appetite . . . desire for the products they see advertised.

In much the same way, the new Spanish edition of LIFE—to be published in January—will help satisfy these appetites. Completely edited in Spanish, this new magazine will portray news of the world and products of democracy in dramatic pictures and words. It will offer a prestige showcase for advertising in Latin America with . . .

1. Selective circulation—guaranteed first year average of from 100,000 to 150,000.
2. Extra readership with LIFE's picture impact.
3. Quality printing and color reproduction, and large page size.
4. Powerful point-of-sale merchandising aids.

With LIFE INTERNATIONAL's Spanish and English-language editions, advertisers now can reach the top-of-the-market around the world at attractive combination rates. Please write us at 9 Rockefeller Plaza, New York 20, New York.

Only LIFE INTERNATIONAL has such picture impact

LIFE
INTERNATIONAL

SPANISH AND ENGLISH EDITIONS



July Advertising Pages and Linage in National Magazines

Official Figures as Compiled by Publishers Information Bureau

Publications with an * report directly to ADVERTISING AGE

Table with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes categories like *Capper's Weekly, *Christian Advocate, *Collier's, etc.

Table for Women's magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *American Family, *Better Living, *Everywoman's, etc.

Table for General magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *American Forests, *American Legion, *American Magazine, etc.

Table for Home magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *American Home, *Better Homes & Gardens, *Flower Grower, etc.

Table for Movie-Romance-Radio magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes Dell Modern Group, *Modern Romances, *Modern Screen, etc.

Table for Business magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *Business Week, *Business Review, *Forbes, etc.

Table for Youth magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes American Girl.

Table for Outdoor & Sports magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *American Rifleman, *Field & Stream, *Four-Fish Game, etc.

Magazine Linage Trend

Magazine Linage Trend Figures in Thousands. Grid showing linage for various categories: Weeklys, General, Women's, Business, Fashion, Home, Science & Mechanics, Detective & Fiction, Farm, Newspaper Sections (I), Newspaper Sections (II).

Table for Science & Mechanics, Detective & Fiction, Farm, Newspaper Sections (I), and Newspaper Sections (II) magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951.

All figures in the following groups were compiled by Advertising Age

Table for Comic Magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes *American Comics Group, *Unit A, *Unit B, etc.

Canadian National Weekend Newspapers (Rotogravure Linage)

Table for Canadian National Weekend Newspapers with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951.

Table for Canadian magazines with columns: Publication, July 1952, July 1951, Jan-July 1952, Jan-July 1951, July 1952, July 1951, Jan-July 1952, Jan-July 1951. Includes Canadian Homes & Gardens, *Chatelaine, *Maclean's, etc.

	Pages				Lines			
	July 1952	July 1951	Jan-July 1952	Jan-July 1951	July 1952	July 1951	Jan-July 1952	Jan-July 1951
*Time-Canadian	105.8	109.0	957.8	946.2	44,450	45,780	402,290	397,390
Total Group	476.1	492.2	4,395.2	4,483.6	238,013	255,179	2,254,956	2,372,804
*Four issues in July 1952; five issues in July 1951.								
Foreign								
Life International	52.3	63.5	361.8	313.4	35,530	43,180	259,675	212,310
*Newsweek-European	35.3	44.5	241.8	241.0	14,840	18,690	101,550	101,200
*Newsweek-Pacific	95.0	88.3	634.2	526.9	39,900	37,100	266,400	221,300
Reader's Digest:								
Argentine	41.8	77.0	315.5	522.0	7,462	14,014	57,421	95,004
Australian	62.0	44.9	374.0	237.0	11,284	8,008	68,068	43,134
British	56.0	40.0	398.5	250.5	10,416	7,440	74,121	42,715
Caribbean	60.5	79.0	528.5	483.5	11,011	14,378	96,187	87,997
Danish	28.5	19.0	200.5	114.0	4,845	3,230	34,085	19,380
Finnish	6.0	5.0	41.0	39.0	1,116	930	7,644	7,054
French (Belgium)	44.0	37.0	384.0	341.0	7,700	6,475	67,200	59,575
French (Intercontinental)	36.0	33.0	283.0	230.0	6,380	5,775	50,575	40,280
French (Paris)	52.0	41.0	519.0	430.0	9,100	7,175	90,725	75,250
French (Provincial)	52.0	45.0	509.0	426.0	9,100	7,875	88,105	74,550
French (Swiss)	17.0	21.0	192.0	182.0	2,975	3,675	33,600	31,850
German (Germany)	40.0	30.0	344.0	194.0	7,280	5,460	62,608	38,303
German (Swiss)	20.0	20.0	172.0	183.0	3,640	3,640	30,304	33,306

	Pages				Lines			
	July 1952	July 1951	Jan-July 1952	Jan-July 1951	July 1952	July 1951	Jan-July 1952	Jan-July 1951
Italian	44.0	42.0	279.5	252.5	7,568	7,224	48,064	43,330
Japanese	40.5	18.5	234.0	112.5	6,804	3,128	39,312	18,920
Japanese Troop	26.0	3.20	162.0	153.0	4,732	5,824	29,484	27,846
*Latin American (English)	10.0	7.5	71.0	22.5	1,230	923	8,733	2,768
Mexican	65.0	67.5	488.0	432.5	11,830	12,885	88,907	78,515
New Zealand	25.0	23.0	179.0	117.0	4,550	4,186	32,578	21,214
Norwegian	15.0	15.0	111.0	106.5	2,550	2,550	18,870	18,105
Portuguese	91.0	80.0	561.0	528.5	15,925	14,000	98,164	92,489
South African	62.0	60.0	401.0	330.0	12,098	11,740	72,879	59,170
Southern Hemisphere	44.0	51.0	333.0	308.0	8,088	9,282	60,686	56,776
Swedish	24.0	20.0	248.5	209.0	4,464	3,720	50,766	42,351
*Time-Atlantic	85.8	75.7	524.9	392.0	36,050	31,780	220,535	164,570
*Time-Latin American	86.8	94.2	642.7	573.4	36,470	39,550	269,990	240,870
*Time-Pacific	58.0	49.8	379.8	288.6	24,360	20,930	159,460	121,180
Vision	38.3	26.3	270.6	135.1	16,100	11,060	113,480	56,770
Total Group	1,403.0	1,342.3	10,339.8	8,651.9	374,088	364,104	2,691,443	2,221,844

*Four issues in July 1952; five issues in July 1951. †Not included in totals. ‡Started accepting advertising in May 1951. NOTE: All sectional advertising of Everywoman's, Family Circle, Woman's Day, Farm & Ranch—Southern Agriculturist and Progressive Farmer is reduced by application of a ratio figure to the total circulation of the magazine. For example, if a page advertisement in the particular edition carrying the advertisement to the total circulation of the magazine is 15%, the circulation of the advertisement in an edition representing 15% of the total circulation of the magazine is counted in the totals as 15 pages.

Murray Corp. Boosts Johns
Douglas S. Johns, distribution coordinator for the home appliance division in Scranton, Pa., for Murray Corp. of America, has been promoted to range sales manager of the home appliance division. He will make his headquarters in the home office in Detroit, where all advertising and sales operations of the division are being moved.

ABC Month Planned
Associated Business Publications is supplying its member publications with a kit of suggestions suitable for use during October which has been declared Audit Bureau of Circulations month for business papers. All ABP members are being urged to explain and sell ABC audited paid circulation to readers as well as to advertisers and agencies.

Aylin Gets Cameron Wholesale
Wm. Cameron & Co., Waco, Tex., distributor of Ideal Co.'s doors, windows and standard millwork items and of building materials, has named Aylin Advertising, Houston, to handle advertising on its wholesale business. Magazines, newspapers, trade publications, radio and television in the Southwest will be used. Previously, Erle Racey & Associates, Dallas, handled the account. Richard C. Bush Advertising, Waco, handles the retail business advertising.

Appoints Edwin Friendly
Edwin S. Friendly, v.p. of the New York World-Telegram & Sun, has been named chairman of the planning committee for Brand Names Day-1953, scheduled for April 15 at the Waldorf-Astoria Hotel, New York.



NEW TUBE—Physician's Formula Cosmetics, Los Angeles, markets its toothpaste in a tube with a new type of cap. The plastic Gonic cap seals itself when pressure is released. A subsidiary company makes the caps. The paste is sold on an ethical basis.



It's in the cards . . .
select one important customer—
and start a chain reaction

93 out of every 100 subscribers to TIME's International Editions hold positions of influence in business, the professions or government.

More than 1,500,000 important customers outside the United States are readers of the four International Editions of TIME. And in more than 100 free countries, these alert, intelligent, influential people read the current copy of TIME on or before issue date.

Each week, transparent reproduction proofs of TIME's pages are flown to Havana, Paris, Honolulu and Tokyo, where TIME is printed, in English, for regional distribution. (Advertising content differs in each edition of TIME.)

TIME International

The Important Magazine Everywhere

ADVERTISING OFFICES: New York • London • Paris • Tokyo • Montreal • Toronto • Zurich
Atlanta • Boston • Chicago • Cleveland • Detroit • Philadelphia • St. Louis • San Francisco
Latin American Edition • Atlantic Edition • Pacific Edition • Canadian Edition



CORRECTION
The Edward Lamb Enterprises, Inc. advertisement which appeared in the August 11th issue listed the representative for WIKK as the Headley-Reed Co. This was incorrect. The representative for WIKK is H-R Co.

'Chicago Tribune' Offers Advertisers Copy Testing Via Psycho-Galvanometers

CHICAGO, Aug. 12—Involuntary emotional reactions from willing Chicagoans will be used by the Chicago Tribune in a new copy-testing service for advertisers.

What this means is that the Trib has engaged the services of Ad Detector Research Corp. and its machine, the psycho-galvanometer, for a continuing series of tests on both men and women to determine their reactions to different ads.

The Tribune is offering the copy-testing service to advertisers at \$75 per ad. The paper will take on 20 ads of 600 lines or more during each test period, running two weeks. Ads must be sent to the Tribune at least six days in advance, but are not limited to copy currently being published in the paper.

An advertiser can also pre-test a copy theme through the Tribune, providing he can supply a good proof or layout of the proposed ad.

■ The psycho-galvanometer, which will be the primary gauge in the tests, measures reactions of the subject's autonomic (or involuntary) nervous system as he views each ad. Electrodes are attached to the forearm and palm, establishing a circuit, and reactions expressed through palmar sweat are registered on a graph.

Ratings of the ads will be in terms of attention power, sustained interest, comprehensibility and believability. Each subject in the test will look at the ad 35 seconds, and reactions during the first five seconds are used to measure attention power. Sustained interest is gauged by reactions occurring during the next 30 seconds. Comprehension and believability are then established during an interview immediately following the psycho-galvanometer test.

■ The first test period will start Oct. 6, run for two weeks and be directed exclusively to women. The second test, starting Oct. 20, will go to an all-male sample. Tests will continue on an alternating basis at two-week intervals.

Advertisers will receive a confidential report and rating of copy submitted for the tests soon after the conclusion of the test period.

The Tribune job might be considered a good boost for Ad De-



HELPS TRIB STUDY—Mrs. Edward Langwost, Chicago housewife, gets hooked up to the psycho-galvanometer being used by the Chicago Tribune in a new copy-rating service. Emil Ranssen, research director, Ad Detector Research Corp., is at right.

detector, which got off to a struggling start back in 1946. It was not until 1951, however, that the company and its psycho-galvanometer met with much acceptance. Ford Motor Co. started using a similar device early last year and other advertisers are expressing considerable interest in such objective measurements of consumer reaction as the psycho-galvanometer makes possible.

■ Ad Detector follows up its psycho-galvanometer test with an interview conducted by a trained psychologist. What the interviewer asks is not an established list of questions but is based, instead, on the earlier reactions of the particular subject as expressed on the machine. Thus, in the Trib series, the interviewer will try to get his subject to tell him what ads he remembers and to talk freely about his reactions to them before asking any specific questions or making suggestions to aid the subject's recall.

The sample for Ad Detector's Tribune studies will cover approximately 50 individuals for each test period. Subjects are chosen like this: Ad Detector Research has 90 "starting points." With the aid of a geographic telephone directory, it arranges to have four or five individuals (picked at random in the phone book) within each starting point area report to

one home in the area where a mobile testing unit is set up. This is a so-called "host home" and all interviews in that area are conducted there.

Each subject is paid approximately \$2 for his time and involuntary emotional reactions. "Hostesses" are given an additional bonus for their cooperation.

Bond to Bozell & Jacobs

George Bond, formerly ad manager of Schwinn Bicycle Co., has been appointed an associate account executive in the Chicago office of Bozell & Jacobs.

'Capper's Weekly' Starts a Mail Order Section Sept. 6

Capper's Weekly, Topeka, will start a mail order section, "From the Nation's Shops Direct to You," in its Sept. 6 issue. Editorial-style advertising will be used.

Column rates per issue range from \$60 for 2" to \$175 for 6". Closing date for new copy is 15 days before an issue.

Richmond Names Kemper Co.

Richmond Fireproof Door Co., Richmond, Ind., has named Don Kemper Co., Dayton, to handle its advertising.

Miller Joins Edwards Agency

Toby Miller, formerly general manager for Ted H. Ball Agency, Hollywood, has been named merchandising director and an account executive for Edwards Agency, Los Angeles.

SIMPSON-REILLY, LTD.

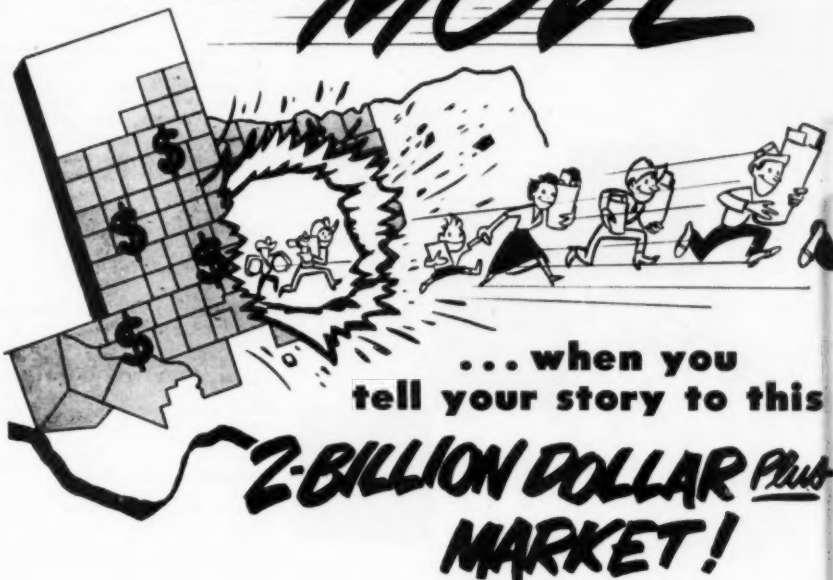
Publishers Representatives

SINCE 1928

LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

YOUR PRODUCTS

MOVE



... when you tell your story to this

2-BILLION DOLLAR ^{Plus} MARKET!

THE STAR-TELEGRAM COVERS THIS RICH, READY-TO-BUY 100 COUNTY MARKET WITH THE LARGEST CIRCULATION IN TEXAS

Retail Sales.....	\$2,106,122,000
Effective Buying Income.....	\$2,418,313,000
Population	1,847,000
Families	552,100
Food Sales	\$ 445,186,000
Drug Sales	\$ 69,978,000
Furniture-Household-Radio Sales	\$ 92,153,000
General Merchandise Sales	\$ 271,457,000
Auto Sales	\$ 483,359,000
Families and Sales—1952 Sales Management Survey of Buying Power	

In the Fort Worth Metropolitan market, 98.1% families read the Star-Telegram and in more than 60 of the 100 counties in West Texas the Star-Telegram dominates in family coverage. With a combined daily (M & E) circulation of 242,072 and a Sunday circulation of 221,231, the Fort Worth Star-Telegram offers you a real opportunity to tell your story to prosperous West Texans who can and will buy your products or services. Get the complete story on WEALTHY WEST TEXAS and how you can SELL this market through Texas largest newspaper, the Fort Worth Star-Telegram.

WRITE Amon Carter, Jr., National Advertising Director, for complete market and circulation analysis.

The FORT WORTH STAR-TELEGRAM

AMON G. CARTER, publisher

LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests — "Just a Good Newspaper."

Don't take a Sagging Sales Curve

LION

down!



... here's the No. 1 way to reach and influence a \$7,500,000,000 market ...

PACKAGING PARADE

THE NEWS MAGAZINE OF PACKAGING



More display space per \$ on Super-Size page ...
More attentive readership with news-and-picture features, thru-the-book format ... Stronger selling impact on MORE important buyers ...
15000 (CCA) ALL-BUYER circulation

HAYWOOD PUBLISHING CO., 22 EAST HURON ST., CHICAGO 11, ILLINOIS
NEW YORK 17—101 PARK AVE. • WEST COAST—MC DONALD-THOMPSON

Minneapolis-Honeywell Puts \$100,000 into How-to-Do-It Series of Books for Dealers

MINNEAPOLIS, Aug. 15—A \$100,000 program aimed at boosting sales of dealers in the heating industry has been started by the Minneapolis-Honeywell Regulator Co.

The program revolves on a series of seven how-to-do-it books available to dealers at \$3 a set. "Seven Steps to Greater Dealer Sales" will give dealers "a fresh, lively presentation of essentially sound, tried-and-true merchandising policies."

One book in the series is titled "Selling through Effective Advertising." It tells dealers why they should advertise, where, how much to spend and what ads should say. It describes newspapers as "a basic medium for heating dealers" and discusses radio, TV, handbills, theater film advertising, outdoor, car



cards and telephone directory advertising.

Direct mail is regarded as "a medium so important to every heating dealer that an entire booklet (No. 4) in this series has been devoted to it."

Other books (20 to 40 pages each) cover sales training, personal selling, exterior display, interior display and public relations.

Distribution of the series will be encouraged through wholesale groups, utilities and to dealers direct, with the support of the Honeywell field organization and four-color inserts in the business press.

The company said "Seven Steps" required 3,300 man-hours of analysis and writing. More than 1,800 photographs were made, and more than 40 models were used. The man who wrote the book "How to Make Every Employee a Salesman" read 29 books and innumerable magazine articles on salesmanship and sales training before writing a word of copy.

"Selling through Effective Advertising" was preceded by correspondence and personal interviews with radio and TV station managers, producers, metropolitan and rural newspaper publishers, film advertising producers, car card agencies, outdoor advertising specialists, sign painters, handbill distributors and telephone directory publishers.

O-Cedar Buys McNeill Show

O-Cedar Corp., Chicago, will sponsor the first 15 minutes of "Don McNeill's Breakfast Club" over the American Broadcasting Co.'s radio network, on Mondays, Wednesdays and Fridays starting Sept. 8. The show airs daily, 8-9 a.m., CST. The contract—placed through Turner Advertising, Chicago—runs for 52 weeks. Swift sponsors the 8:15-8:45 segment and Philco Corp. the 8:45-9 slot daily.

Stillman Rejoins Tussy

After an absence of four years, Donald H. Stillman has rejoined Tussy Cosmetics, New York, as assistant sales manager in charge of coordinating operations between the New York office and New Jersey and Illinois factories.

Appoints E. C. Watkins & Co.

E. C. Watkins & Co., Detroit, has been named to handle advertising for Mechanical Products Inc., Jackson, Mich., maker of aircraft circuit breakers.



SSC&B IS SIX—Heagan Bayles of Sullivan, Stauffer, Colwell & Bayles cuts a cake at the 6th anniversary party of the New York agency. At left is Jack Cohane, director and secretary. Next to him is Don Stauffer, head of radio and TV. Standing behind Mr. Bayles is Tom Vietor, a radio and TV executive at the agency since the start.

'Today's Family' Adds Two

Geraldine Rhoads, formerly editor of *Today's Woman*, has been named editor of *Today's Family*, new home service magazine to be published in January by Ideal Publishing Corp., New York, and distributed by F. W. Woolworth Co. stores (AA, Aug. 11). John F. Noone, previously with *Good Housekeeping* and *Better Homes & Gardens*, has been named advertising director of the new magazine.

Promotes Tom Moore

Tom R. Moore, sales service manager since 1950, has been promoted to assistant to the v.p. and general sales manager of General Dyestuff Corp., New York.

Scented Match Books Tested by Advertisers

M. M. Smith, Hammond, Ind., who sells match books, has designed a packet of match books for a local restaurant which encompasses two innovations. The first is that the match books are scented with perfumed oils. The familiar striking surface across the bottom of the cover has also been replaced with an irregular shaped striking surface integrated into the pictorial design of the major portion of the match book.

Mr. Smith is planning to submit his innovation in the first annual book match advertising awards competition, announced in AA recently. The award is sponsored by the Match Industry Information Bureau, 1 E. 43rd St., New York 17.

'N. Y. World-Telegram & Sun' Makes Two Promotion Changes

Frederick C. Stock has been promoted to advertising promotion manager of the *New York World-Telegram & Sun*, and George E. Coughlin has been appointed circulation promotion manager.

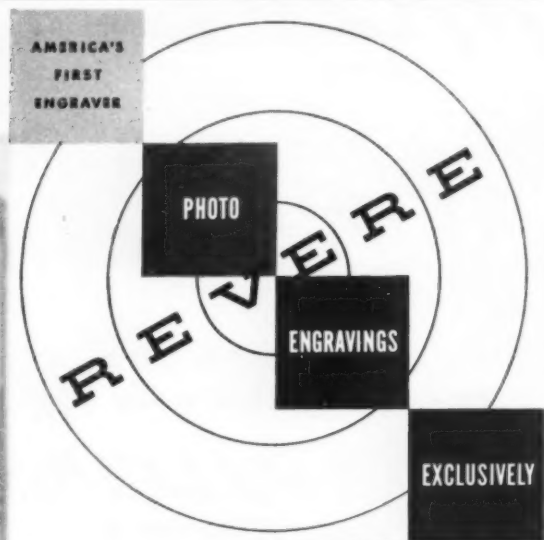
Mr. Stock has been copywriter and acting manager of his department for the past seven months. Before that he was associated with the *New York Journal-American* and *Family Circle*. Mr. Coughlin joins the paper from Hearst Promotion Enterprises, where he was assistant to the circulation promotion manager.

NBC Promotes Campbell

Chet Campbell, a member of the NBC Chicago press department for the past seven years, has been promoted to manager of the department. He succeeds Jack Ryan, who has resigned after 14 years with NBC to move with his family to the Northwest. He has been manager of the department for the past 10 years. Mr. Campbell joined NBC in October, 1945, after three years as intelligence and public relations officer in the Air Force.

Wasco Names Von Zehle

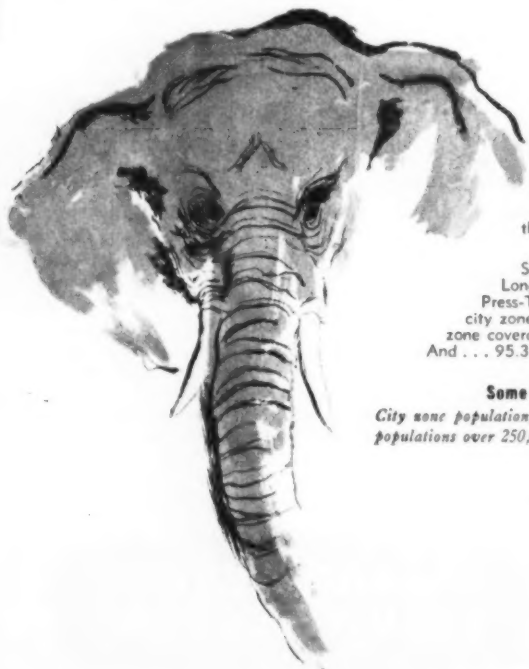
Wasco Flashing Co., Cambridge, Mass., has appointed William Von Zehle & Co., New York, to handle advertising and sales promotion. Plans for the coming year will emphasize the Wascolite Skydome. Architectural, industrial and shelter publications and direct mail will be used.



DAY-NIGHT



REVERE PHOTO ENGRAVING CO.
712 FEDERAL STREET, CHICAGO 5, ILL. WA 2-8816-7-8



ELEPHANTS DO NOT LIVE 150 YEARS

Some people think that elephants live to be 150 to 200 years old. The facts: The elephant attains maturity at 25 and reaches old age at 65. There is no accurate evidence that an elephant has ever lived more than 70 or 75 years.

Some advertisers think that Los Angeles newspapers cover the Long Beach market effectively. The facts: The Long Beach Press-Telegram has over 5 times as much circulation in the Long Beach city zone as any Los Angeles newspaper and 97.5% greater city zone coverage than all 5 Los Angeles daily newspapers combined. And... 95.3% greater circulation than the other Long Beach daily newspaper.

Some Thumb-Nail Statistics on the Long Beach Market

City zone population, 285,502. In per capita effective buying income, only 3 cities with populations over 250,000 exceed that of Long Beach—"the luckiest, richest town on earth."

PRESS-TELEGRAM

LONG BEACH, CALIFORNIA

Represented Nationally by Cresmer & Woodward, Inc.

This Week in Washington . . .

Admen Help Boost Demand for Power

By Stanley Cohen
Washington Editor

WASHINGTON, Aug. 14—For 10 years admen urged—often begged—Americans to step up and try the wonderful electrical appliances produced by factories across this broad land of ours.

The admen might not have known it but they were the main-spring of a peaceful revolution that is bringing better living to a tremendous number of homes throughout the country.

A measure of this revolution came to light this week when the Federal Power Commission summarized the increased demand for electricity in the decade 1940-1950.

During this decade—a decade marred by four years of world war—the commission found that ownership of electrical appliances increased so much that electrical consumption in the average urban residence was pushed from 915 kilowatt hours in 1940 to 1,679 kilowatt hours by 1950.

The figure varied from city to city, of course. The peak was Tacoma, Wash., which went from an average of 2,185 kilowatt hours to 6,659 in the decade. The low was Lawrence, Mass., which consumed an average of only 829 kilowatt hours per home.

Admen can be proud. But so, too, can everyone connected with the electric utility industry. Despite the tremendous increase in electricity consumed, the power commission found that the average electrical bill was substantially below 1940.

The Federal Communications Commission isn't advertising it, but the commission has quietly decided to take the heat off FM stations which take on storecasting and functional music as revenue-producing sidelines.

Early last year the commission notified stations that it felt these special services violated the Communications Act. It threatened drastic penalties.

Subsequently, FCC has become more sympathetic about the financial problems of FM. It is giving license renewals without requiring stations to drop "functional music," and seems prepared to let the issue rest.

Federal Communications Commissioner Robert Bartley registered his dismay last week when FCC announced that it is ready to begin hearings on conflicting applications for TV channels in Denver, Canton, Portland, Ore., and Waterbury, Conn.

FCC designated these cities because they are on top of the prepared list of cities with limited or no TV service. But Commissioner Bartley feels FCC is blindly adhering to an inflexible policy that will inevitably result in ridiculous situations.

Since Denver has already had three grants since the lifting of the freeze, he sees no reason why Denver should remain at the top of the list and be the first city to get hearings on its remaining applications.

"Denver may end up with six grants," he says, "before we can schedule hearings looking to a second grant for St. Louis, a city twice the size of Denver, and eight other single-station cities larger than Denver."

He says FCC should depart from the priority list and "use our extremely limited resources on the basis of the facts existing at the time examiners become available."

Treasury's savings bond division happily announced that it had 7,500,000 wage and salary earners on its payroll savings plan at mid-year. That's an increase of 2,500,000 since intensive payroll savings promotions got under way in cooperation with industry 18 months ago.

Most payroll savers buy the \$25 and \$50 denominations. During the first half of 1952, 33,946,000 bonds were sold, a 22% increase over the same period in 1951.

Walter Hallanan, whose face became familiar to millions of Americans when he served as temporary chairman of the Republican National Convention, was serving the other day as chairman of a meeting which the petroleum industry was conducting, in cooperation with officials of defense agencies.

He was in the chair, as Interior Secretary Oscar Chapman entered the room.

As the story goes, Secretary

Chapman was supposed to have stepped back with surprise as he spotted Mr. Hallanan. "My gosh," he exclaimed, "have they taken over already?"

Campbell-Mithun Promotes Zeuthen to Aide to President

Campbell-Mithun, Minneapolis and Chicago, has promoted Ralph Zeuthen, account executive, to the new post of assistant to the president, Ray O. Mithun. Mr. Zeuthen has been with the agency since 1948. He will continue his present duties also.



Ralph Zeuthen

His appointment results from "increased administrative demands arising from expansion of the agency," according to President Mithun. Mr. Zeuthen, a onetime Minneapolis newspaper man, was assistant publicity director of Northwest Airlines from 1943 to 1948.

D. E. Fricker Promoted to Ad Manager of Heil Co.

D. E. Fricker has been promoted to ad manager of Heil Co., Milwaukee maker of heavy equipment, including earth moving machinery and truck bodies and hoists. He has been assistant ad manager for the past five years. He succeeds H. F. Pugh, who has been advanced to manager of the new sales planning division.



D. E. Fricker

Before joining Heil Co., Mr. Fricker was assistant ad manager of LeRoi Co., Milwaukee.

Handles Hair Arranger

ADVERTISING AGE last week incorrectly reported that George H. Hartman Co. is the agency for Boyer International Labs., maker of H-A Hair Arranger. The account moved to Schwimmer & Scott Inc., Chicago, on July 1.

B-M Shifts Vitalis, Minit-Rub

Effective Jan. 1, Bristol-Myers Co. announces that all advertising for Vitalis hair cream will be handled by Young & Rubicam and all advertising for Minit-Rub by Doherly, Clifford & Shenfield. Vitalis hair tonic remains with the latter agency. The account exchange is being made to conform with a realignment of specific brand responsibilities among the B-M advertising managers.

35,175 presidents
12,913 vice-presidents
123,213 owners or partners
28,624 general managers
47,271 other key executives pay for and read The Rotarian. They have what it takes to buy what you sell.

For a BOOM in SALES in EVERY MAIL!...

Cappers Weekly's NEW MAIL ORDER SHOPPING SECTION

FROM THE NATION'S SHOPS Direct to You

USE IT AS AN IDEAL TEST MEDIUM!

THERE'S A SIZE AND STYLE TO FIT YOUR BUDGET

When you use "From The Nation's Shops Direct To You," you have available convenient styles and space sizes to meet your product's individual requirements.

- 1 col. x 2" . . . only \$ 60.00 per issue
- 1 col. x 3" . . . only \$ 85.00 per issue
- 1 col. x 4" . . . only \$115.00 per issue
- 1 col. x 5" . . . only \$145.00 per issue
- 1 col. x 6" . . . only \$175.00 per issue

SEND FOR FOLDER TODAY

We will rush you complete and detailed information on rates, mechanical requirements and other pertinent data regarding this new feature of Capper's Weekly. Wire, write or phone us and we will rush this information to you. Let Capper's Weekly do a real mail order selling job for you.

Take advantage of this outstanding opportunity to thoroughly test your mail order shopping copy at economical cost . . . in a proved medium, covering a proved mail order market.

Designed exclusively for mail order advertisers, our new mail order shopping section, "From The Nation's Shops Direct To You," starting in the September 6 issue, will carry your product's story to a proved mail order market of more than 400,000 prosperous, able-to-buy Farm and Rural Town families throughout Iowa, Nebraska, Kansas, Missouri, Colorado and Oklahoma. This proved mail order market served by Capper's Weekly will provide a valuable testing audience for your mail order shopping copy.



RADIO REACHES PEOPLE...

COVER the NASHVILLE MARKET with WSIX

THE NASHVILLE MARKET (53 COUNTIES IN MIDDLE TENNESSEE AND SOUTHERN KENTUCKY) IS COVERED BY WSIX. SEE LATEST BMB REPORT.

Celebrating A Quarter-Century of Service!

Better Buy
NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE • 5000 WATTS • 980 KC • WSIX FM 71000 W 97.5 MC

Capper's Weekly
912 Kansas Ave Topeka, Kansas

CAPPER PUBLICATIONS INC



BLUE FACE WOMAN—One of the best examples of agency art in print, thinks Compton, is this one. Bluing the face of the girl made the ad outstanding. The picture was made for the agency by Lillian Bossman.

But whenever an independent producer is hired to put a commercial on film, the agency has a rigid rule: only one representative from the agency is assigned to the job.

■ In the production department are some of radio's longtime success stories: P&G's five AM soap operas—Big Sister, Guiding Light, Right to Happiness, Road of Life and Young Dr. Malone (CBS version). All but Big Sister are owned by P&G; writer Julian Funt owns Big Sister.

The serials are assigned to teams of writers, with the writers picked to complement each other—a strong characterization man is paired with a writer whose forte is action and dialog. The serial's storyline is plotted well in advance, a precaution against a slipping rating. If the Nielsen starts to dip, the storyline is swiftly tied to a different locale.

For instance, Young Dr. Malone once was shifted to China; ratings dropped faster than the value of Chinese currency; the medico was yanked back to familiar surroundings. Moral, according to Titterton: the housewife must be able to identify herself with the situation; make the situation too bizarre, and identification is lost.

■ "We devote more time to our radio serials than we did before television," Mr. Titterton told AA, "because we think they must work



PRINT HEADS—Here are Alfred J. Seaman Jr. and Loren B. Stone, going over a new piece of copy. Mr. Seaman is v.p. and director of print copy; Mr. Stone is a v.p. and director of the art department.

tions, TV and the theater. The idea, Miss Haynes says, "is to avoid the specialist in favor of the flexible and prolific advertising writer."

on the lid For what Mr. Chase didn't know about coffee Mr. Sanborn did.

■ Accordingly, they work on a variety of products and formats, and she occasionally does a stint of copy writing, and Haynes commercials go through the same editing process as those of other writers.

In the main, Miss Haynes subscribes to the warm, informative school of commercials, the theory being that radio permits friendly, person-to-person talk about a product's merits.

For instance, the Neolite campaign, which rested largely on spot radio for the introduction of the synthetic soles. Spot radio was picked because it was available, and paper shortages ruled out printed media. The now-famous "Step on it!" spots were slotted into chain-breaks; they made shoe buyers brand conscious about soles for the first time, and spot radio got all Neolite's budget for the first two years.

One more point of pride with Compton's radio copy department: it's never gone outside the shop for a jingle. The competition on jingles is particularly keen, with a number of staffers contributing.

Sample jingle:
For a better-tasting coffee
Look for Chase & Sanborn

■ The print end of the creative department is the domain of v.p. Alfred J. Seaman. He says that creative work starts a long way from the typewriter, that a lot of investigating and studying precedes actual writing. Compton writers learn to read research, which is basically of two kinds—one is formal, done by the research department; the second, "backdoor research," done by the copywriters themselves. This way, the copy gets a first-hand color, warmth and reality, beyond the impersonal accuracy of formal research figures.

After the research comes analysis, a winnowing of the prospects. And then comes the copy plan, designed to guide the creation of advertising, and to serve as an index in measuring the new advertising in terms of its objectives. Once the ads are made, the copy plan is refined and is the master guide for the campaign.

Compton feels there is no "Compton pattern or formula," but likes to think that the ads conform to standards of demanding thoroughness, analysis, planning, individuality, creative projection. And Compton can say it likes "bright copy," if it enhances the message, and doesn't impede the sale; likes



Lewis Titterton



Muriel Haynes

even harder in the face of television competition." In addition to the serials, the agency's network radio volume includes the Lowell Thomas newscast (P&G) and a share of commercials on "Double or Nothing" (Campbell Soup), a show Compton doesn't produce.

TV isn't as active, with "Fireside Theater," Procter & Gamble's maiden venture in TV, the only nighttime telecast produced. Compton handles these video shows: "Guiding Light" (CBS-TV) for P&G five times a week and two five-minute segments weekly on Garroway's "Today" (NBC) for Standard Brands. "Guiding Light" is the first daytime serial to be produced on both radio and television. This is not a simulcast, though the cast in most instances is made up of the same people and the storyline is almost identical.

Compton has had a share of commercials on Campbell's "Aldrich Family," and "Red Skelton," where Drene is the featured product, and it handles a minute Neolite trailer on "Goodyear Playhouse."

■ Spot radio and TV contribute around 25% of Compton's total broadcast billing. It is now placing spot business for 13 products, as the accompanying table indicates. These range from minute and 20-second spots to accounts like Socony-Vacuum Oil Co., with local radio news shows aired several times a day in 20 markets, and TV newscasts in a few cities.

Where Mr. Titterton's background is in the theater and network programming (NBC), Miss Haynes came to Compton from the agency business. She had worked for Blackett-Sample-Hummert before joining Compton in 1936, and has been a v.p. since 1944.

She supervises 13 writers, working under four supervisors, and all radio and TV commercials are their province. The writers come from a wide range of creative work—agencies, retail stores, radio sta-

partment, and to insist on getting topnotch performance out of the agency's departments which exist for the client's service.

This story is largely concerned with how those departments are planned to serve the account man, and through him the client. It begins with radio and TV, a field in which Compton has made a notable reputation, particularly in daytime radio—an area where it played a dominant role, due to the sizable volume of Procter & Gamble billing that it handles.

■ Radio and television have two top operatives; Lewis H. Titterton, who is a v.p. and director of radio-TV production, and Muriel Haynes, a v.p. who supervises radio and TV copy.

Compton has about 26 people in production, of whom ten are producers. The producers are drawn from a wide variety of backgrounds, including motion pictures, station programming, and the Broadway stage. The department includes librarians, projectionists, business managers (to keep track of union rules, rehearsal costs, etc.) writers and directors.

TV and radio commercials come under Miss Haynes' department.

Teamwork and Service Mark Compton Agency

(Continued from Page 1)
of package accounts and New York Life. Frank Griffin, who supervises the agency's sizable automotive business (Socony, Goodyear's Neolite, Kelly-Springfield), joined Compton with 25 others when the J. Stirling Getchell agency dissolved in 1943. He had worked with Blackman before joining Getchell. Charles McCormack, Compton's treasurer, also is a Getchell graduate, and before joining Compton permanently in 1944, he spent a year as the agency's financial consultant. The fifth member of the group is Leonard Bush, who has rounded out 33 years with the agency, and in addition to being the management head of all media, is its secretary.

■ The actual operations of the agency are largely centered in the account executives and supervisors. The Compton account man is supposed to be able to weigh the problems involved in an account, map out methods of solving them, and draw on the resources of the agency in their solution.

He is personally identified with the brand; it's his job to stick to the brand, to be at the beck of his opposite number in the client's de-

The Changing Radio-TV Picture

The Compton Record in These Media

	July-December		TV	Total
	1946	1951		
	Radio Only	Radio		
Total number of brands broadcasting . . .	6	14	11	
Network	5	7	7	
Spots	2	14	10	
No. of network shows . . .	19	19	11	
No. of spot stations used	97	1,432	181	1,613
No. of announcements purchased . . .	8,009	100,633	6,538	107,171



PROBLEM—Compton wanted something different from the ads of the competition, but the problem was how to get it and still retain a girl with obviously nice hair. The agency went to seven photographers, having each work as an artist rather than as a reporter. The result, above, is something Compton is proud of.



Lovely babies have it—so you!
 Have yourself a complete skin and beauty as the little lady's. Could anything be sweeter? Then start using your skin with baby's complexion soap—mild, mild, baby. More doctors advise Ivory for baby's skin—just wash—no other products to use together.

That Ivory Look

Young America has it—you can have it in 7 days

Maximum results have it—so you!
 Wash your face at least 3 times a day with Ivory's gentle soap. It's so mild, it's safe for your eyes. It's so rich, it's safe for your skin. It's so soft, it's safe for your hair. It's so clean, it's safe for your clothes. It's so white, it's safe for your teeth. It's so pure, it's safe for your baby.



More doctors advise Ivory than any other soap!

COMPTON ART—The agency takes pains to get "Ivory-right" babies for its ad illustrations. Perhaps only 10 of 100 baby candidates qualify. Most of the Ivory color photo work is reproduced from transparencies. Art director, art buyer and production man all use a Chromo-Critic, a light box with metered control, so that finished illustration will have precisely right color tones and complexion shadings.

"short copy" if it's long enough to have sales punch; likes "hard sell" if not confused with "hard to read." And Seaman has been known to say that "a good sales picture is the best art award an ad can win."

The emphasis which the creative department places on research highlights the role of research within Compton. The head of the department is Edward Battey, and Howard Kuhn is its manager. A major portion of the department's job is copy research.

In copy research, the department is convinced that method must match the problem; that the method must be pre-tested to be sure that it will come up with solutions to the problem.

As a rule, the department first runs a basic study of the product, aimed at discovering who will buy it, why it's bought, what other brands are being bought by consumers, the characteristics of the market, the purposes and effectiveness of the product, etc.

Creative people get a copy of this report, and it forms the foundation for planning the direction of the campaign. The copy people dramatize the solution, point up the appeals which research has

shown to exist. Frequently, the copy departments will want some information on the clarity of their ads, the possible acceptability, comparative strength of appeals, and so on.

If so, they go back to research, and the research department finds out.

In the process, Compton employs four fulltime field researchers, in addition to a department staff of 20. Also, it has access to the staff of Burke Marketing Service, the organization which does most of Procter & Gamble's field work. And, of course, it has subscriptions to Starch and Nielsen.

Research people at Compton have one considerable advantage. The account men, on whom the responsibility for the advertising rests, are both research-minded and actively engaged in research themselves. A Compton contact man will be out in the field, running store checks and keeping track of promotions, and he is likely to be far more receptive to research than his counterpart in other agencies.

(This is the first of two articles on Compton Advertising. The second deals with Compton's media, merchandising and management.)

Ad Drive to Sell Homes

Newspapers and radio will be used to promote Morton Village, a new \$23,000,000 home community at Plainville, N. Y. William Von Zehle & Co., New York, is the agency. The community is being built by Morton Bros. and is the largest new home community on Long Island.

DuMont Adds 3 Affiliates

Three new stations have been added to the DuMont Television Network. They are KFEL-TV, Denver; CBFT, Montreal, beginning operation Sept. 6, and CBLT, Toronto, beginning operation Sept. 8.

Renault Switches to Gelula

L. N. Renault & Sons, Egg Harbor City, N. J., maker of champagnes and wines, has switched its account from H. M. Dittman Advertising, Philadelphia, to Abner J. Gelula & Associates, Philadelphia.

Lebo Appointed PR Director

Edward Lebo, formerly assistant public relations director of United States Steel Co., has been appointed public relations director of Hewitt-Robbins Inc., Stamford, Conn., maker of rubber hose and belting and other industrial rubber products.

WSBA-TV Is ABC Affiliate

WSBA-TV, York, Pa., which will start operating Nov. 1 on u.h.f. Channel 43, has become affiliated with the American Broadcasting Co. television network. The station becomes ABC-TV's 65th outlet and is the first u.h.f. station to become affiliated with a national network.

Buy White Rock Corp.

Alfred Y. Morgan, president of White Rock Corp., New York, and a group of associates, have bought the soft drink company and its subsidiaries from National Distillers Products Corp. The purchase price was not disclosed.

Bell Launches Fall Campaign

Bell's seasoning and a ready-mixed stuffing, made by William G. Bell Co., Boston, will be featured this fall in a nationwide drive. Beginning Oct. 16, ads will begin appearing in 40 metropolitan newspapers. National and local magazines and local radio also will be used. H. B. LeQuatte Inc., New York, is the agency.

Weekly Reduces Copy Price

Overseas Weekly, Sunday newspaper for U. S. military personnel in Europe, has reduced its price from 20¢ to 10¢ per copy. Pan American Publishers Representatives, New York, said the reduction has increased the weekly's circulation. No increase in advertising rates is planned now.

Start Direct Mail Firm

George H. Peet, advertising manager for the past six years, and John Morosi, owner of Morosi Printing Co., San Francisco, have launched Mailways Inc. at 440 Howard St., San Francisco, specializing in direct mail advertising.

Bakers' Salesmen to Win Mutual Fund Shares in Fall

Doughnut Corp. of America, New York, will sponsor a salesmen's contest this fall which will feature shares in a mutual fund as prizes. Bakers throughout the U. S. will offer their salesmen one share for each \$15 in sales above his regular weekly quota. Each share is worth about \$2.

It is believed to be the first time that shares in a mutual fund have been offered as prizes in a sales contest.

Clark Co. Switches Agencies

D. L. Clark Co., Pittsburgh candy manufacturer, has switched its account from Batten, Barton, Durstine & Osborn, New York, to Bachman, Kelly & Trautman, Pittsburgh.

Flex-Let Promotes Hochman

Jules Hochman, sales manager of Flex-Let Corp., East Providence, R. I., has been elected v.p. and a director. He will direct all sales activities for Flex-Let watch bands and Beau Brummel men's jewelry.

Chateau Martin Using Spots

Chateau Martin wines has begun a 56-times-per-week television spot campaign over WJZ-TV featuring its wine character, "Gaston." The campaign is a break from the usual tradition in the wine business, which is to do no advertising during the summer months, according to Eastern Wine Corp., New York, the producer. Ben B. Bliss Co., New York, is the agency.

Daystrom Promotes McAtee

Wilma McAtee has been promoted to manager of the Chicago office for Daystrom Furniture Corp. She has been in the New York office for the past two years and prior to that was with Tatham-Laird, Chicago.

Brains for Sale

... while they last!
 Throughout our long experience we have acquired an unusual amount of this in our daily work of setting attractive, pulling ads. You may make use of them to your advantage. They're rare—so hurry, write JAY P. WALK advertising typographer 15 EAST HUBBARD ST., CHICAGO 11, ILL.

Clothing Sales are Colossal

in America's Miracle Market

Norfolk Portsmouth Newport News



Only dominant WTAR-AM and exclusive WTAR-TV can give you full penetration of this rich market.

It's hard to believe but it's happening... women's ready-to-wear sales up 15%, men's and boys' clothing sales up 11%, general apparel sales up 14%... 1951 over 1950. WTAR-AM-TV blankets this area with your sales message. Contact Edward Petry & Co. today!

WTAR

NORFOLK, VIRGINIA

AM-TV-FM AM-FM NBC AFFILIATE TV ALL NETWORKS

5,000 W... ay end Night



Information for Advertisers

No. 4423. *How to Sell Chain Stores in Los Angeles.*

The domestic trade department of the Los Angeles County chamber of commerce offers a new 20-page list of chain store and buying offices in Los Angeles, which it says is second only to New York as a center for buying offices of retail stores.

No. 4392. *Study of Amarillo Market.*

The *Amarillo News & Globe-Times* offers a new media-and-market file folder, "A Brand-Conscious Market," covering population, income, retail sales, auto registrations, with special sheets on home building, drug sales, auto purchases, etc. Drug purchases per family, for example, are \$143 per annum against the national average of \$83.

No. 4437. *Canadian Marketing Map.*

Weekend offers a new marketing map of Canada, showing its English-speaking family coverage by counties throughout the Dominion. Retail sales data and circulation figures are broken down by counties. Weekend's circulation is now over 950,000.

No. 4418. *Making Your Own Sound Movies.*

From Bell & Howell comes a vest-pocket booklet, "Tips on Making Your Own Sound Movies," which tells how to use magnetic "Soundstripe"—applicable to any 16mm single-perforated movie film, whether original or duplicate print, color or black-and-white, on

the emulsion or base side of the film. It contains useful suggestions on how to plan movies with sound in mind (by deliberately focusing on "noisy" scenes or situations), taking dialogue notes and commentary suggestions at the time of shooting, how to prepare a sound script, and much more.

No. 4419. *Market Facts for Arkansas.*

"The Homefolks Know" is a new file folder offered by *The Arkansas Farmer*, containing general information on the farm market, facts about rice production, cotton ginning, commercial broiler production, livestock, trucks and tractors, domestic consumption of LP gas, etc. Brief circulation information rounds out the picture—with emphasis on selling both sides of the counter.

No. 4420. *Oil and Gas Survey in Rural Wisconsin.*

"Petroleum Products Survey" is a new study offered by *Wisconsin Agriculturist & Farmer* covering farm usage and brand preferences of gasoline, anti-freeze, winter oil, winter gear oil, motor oil, etc., with details on purchasing practices.

No. 4422. *Teen Age Food Habits.*

Scholastic Magazines offer their "Fifth Annual Survey"—covering the health and nutrition habits, and food shopping activities of high school students. They make their own brand selections among breakfast cereals, canned soups, bread, beverages and soft drinks, and cookies and biscuits.

Note: Inquiries for the items listed above will not be serviced beyond Sept. 20.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY & ZONE _____ STATE _____

on the
**WORLD-FAMOUS
ATLANTIC CITY
BOARDWALK**
18,000,000
ANNUAL
VISITORS

will see...
sea nymph

a New
**MAXWELL
SPECTACULAR**

The R.C. Maxwell Co. Atlantic City, N.J.
OUTDOOR ADVERTISING

WHATCHA GOT?
Got some service or equipment to sell? Got a yen to move on to greener pastures? Got to get a man to fill an important job? Then tell the advertising world about it right here in the classified columns of ADVERTISING AGE. Result-reports from advertisers prove that it gets jobs for men, and men for jobs, in all salary brackets and in all parts of the country. Being primarily a news paper, ADVERTISING AGE'S classified columns are read most thoroughly—AND GET RESULTS!

Chicago agency wants MEDIA DIRECTOR

... to take complete charge of all media operations on an interesting variety of established national accounts. Must know all media and be able to make sound recommendations clients will respect. This is a major opportunity in medium-size, growing agency.

Box 232, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

THE ADVERTISING MARKET PLACE

Rates: \$1.00 per line, minimum charge \$4.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.75 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED CIRCULATION PROMOTION LETTER WRITER

Circulation Department of Chicago publishing company wants letter writer between 25-35, who likes to write selling letters and can prove he can bring in the business. Rare opportunity to learn publishing business, but must have some ability. Salary \$5,000 to start. Give full details re: experience, age, etc.
BOX 5229, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON ADVERTISING-PUBLISHING PERSONNEL

All types of positions for men and women. 185 N. Wabasha St., Chicago.
ADVERTISING MAN who shines in the home products field... ideas, sound merchandising; contact; and that friendly selling copy pitch. Progressive Ohio agency has berth for such a genius - future, yes - modest salary, plus productive bonus - ideal working conditions - living advantages of small city. Send resume, samples, photo and salary comments - this may be the green pasture of your future. Reply BOX 5222, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

MOLENE PERSONAL SERVICE

Copywriters Artists
Editorial BANKERS BLDG. ANDOVER 3 424
ENGINEERING WRITER - communication training or experience for editorial work on industrial publications, advertising, promotion and instruction material. Good opportunity with growing company manufacturing telephone carrier and radio equipment on San Francisco Peninsula. Write W. R. Patton, LENKURT ELECTRIC CO., San Carlos, Calif.

ASSISTANT ADVERTISING MANAGER Large national advertiser wants young man for Chicago office. Experience with Agency or manufacturer. Able to plan a campaign and follow thru. A stepping stone to Advertising Manager's position.
BURDICK PERSONNEL
20 E. Jackson, Chicago Webster 9-4005

SPACE SALESMAN Unusual financial opportunity with growing, vigorous company in new, successful taxi-cab (trunk) check advertising. Draw expenses plus. Travel tri-state Midwest (Chicago) area. Home weekends. Car Nec. BOX 5218, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

EXECUTIVE SECRETARY to busy New York trade paper publisher. Liaison between himself and staff. Must be excellent stenographer. Salary attractive to currently employed top executive secretary. Permanent, growing future with long-established firm. Only replies with complete, detailed resume will be considered.
BOX 5220, ADVERTISING AGE,
801 Second Ave., New York 17, N. Y.

IMMEDIATE OPPORTUNITY FOR EXPERIENCED COPYWRITER Well known, medium size Chicago advertising agency with diversified accounts primarily in durable goods field seeks copywriter who is an experienced producer of general and trade publication advertisements. This man must be able to create single ads and complete campaigns at a fast moving pace. Age 30-35 preferred. Will work on several accounts under the direction of copy chief. Full employee benefits including bonus and profit sharing plan. Write giving personal data, full details of experience and earning record. Replies confidential, of course. Address BOX 5227, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS GEORGE WILLIAMS-PLACEMENTS
200 S. State St. Ha 7-2063 Chicago

HELP WANTED

BARNARD
A service for employers and applicants in the fields of advertising and publishing. Office and professional.
Central 6-3178 176 W. Adams Street.

POSITIONS WANTED

SEND THOSE TRICKY INDUSTRIAL ADS TO THIS FREELANCE EXPERT Why waste time and money struggling with tough troublesome industrial copy? I convert technical facts into topnotch selling copy. Copy chasers award winner, 4-A agency man. Experienced graduate engineer. You just mail source material, I send back copy and rough layout. Write now for my information bulletin.
BOX 5224, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

EDITOR

Industrial or trade publication. Writing and production from original ideas to final pasteup. Information director with broad background of experience in public and employee information methods and media: newspaper, radio, magazine presentation: speeches, scripts, pamphlets, all allied pertinent skills. College graduate, veteran, family man, 43, presently heading Government information and education program in Wisconsin. Will relocate. Resume and photograph available without obligation on request to J. D. Peel, 3963 North Teutonia Avenue, Milwaukee -6 - Wisconsin.

YOUNG MAN UNDER 35 12 years experience in tangible and intangible sales, public speaking, trade counseling, sales promotion, public relation, advertising. References. Proven producer. Prefer position requiring travel.
BOX 5223, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

TOP FLIGHT SALESMAN Seasoned man with creative selling background drugs and cosmetics located in Los Angeles, seeks representation of aggressive company for West Coast. Resourceful self-starter.
BOX 5221, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

JUST A WELL-QUALIFIED CREATIVE MAN who isn't a genius in "all Phases" of everything, desiring to associate with ad agency or other aggressive organization. Wide experience in ad copy (consumer-trade), planning & producing direct mail, publicity and promotion material. Formerly promotion mgr. leading national consumer magazines. Present Adv.-Prom. Mgr. TV film distributor; 33; married.
BOX 5228, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES

REPRESENTATIVE WANTED Chicago Area. New 50,000 circulation magazine in field of international politics, economics, wants established representative or firm. Send full details preliminary to Chicago interview this month.
BOX 5225, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS

OFFSET CUTOUTS. Promotional heading, illustrations, cartoons, symbols, borders, panels, holiday art type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. Archbold, Publisher, 1209-B S. Lake St., Los Angeles 6, California
USE PREMIUM OFFER to increase sales of childrens items. With ingenious new **KARTOON GUIDE** any child can draw hundreds of cartoons. Write **Kartoon-Guide Company**, P. O. Box 506, Troy, Ohio.

REPRESENTATIVES AVAILABLE

SPACE SALES REPRESENTATION SOUTH OR SOUTHWEST Proven top-notch sales representative with superior sales record can handle your sales problems in the south. Accustomed to high executive selling and heavy responsibility. Will answer all inquiries.
BOX 5219, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

OPPORTUNITY FOR MODERN

LETTERPRESS, OFFSET PLANT I would like to act as representative in the Metropolitan District where I have contact with several large accounts, and have controlled my own business for the past 28 years, have office and staff in Grand Central Area. Prefer nationally known producer of highest quality advertising material, color equipment, offset plate department, composing room, bindery, etc. art and copy staff, good financial rating. Replies confidential, write Box 227
Advertising Age
200 E. Illinois St.,
Chicago 11, Ill.

RADIO-TV COPYWRITER

The writer (man or woman) we are looking for is seasoned—but not cured. He should still be on the way up and have written for national accounts—preferably package goods. He will want to work for this long-established Chicago agency because he'll be writing for some of America's top products and top network radio and TV advertisers. We expect some will want to join us because the work will look good in a sample book—but we'll risk that because this small, congenial staff is attractive to good people. If you are confident you would be valuable to us, write fully and in confidence giving age, experience, salary and other details. Our people know about this ad.
Box 234, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

CHICAGO ARTIST AND LAYOUT MAN WANTED

Publishing house on Near North Side has regular flow of part-time work for a competent free-lance artist who can handle layout, spot illustrations, and type paste-up. This is a good opportunity for a man who can do things right the first time, meet deadlines, and make himself generally useful. A lot of the work is unpleasant routine, requiring a high degree of accuracy as to proofreading and figures, but we are willing to make it worth your while. Write briefly as to your age and experience, amount of free time you have available for us, some idea of what you think you are worth per hour, and enclose a few samples (non-ret-irriable) of your recent work.

Box 235
Advertising Age 200 E. Illinois St.

ADVERTISING AGENCY COPYWRITER

Top ten advertising agency desires copywriter with outstanding creative ability and the capacity to coordinate copy activities with other agency functions. Should have broad and varied background in all phases of copy. A man who is able to take the lead in planning and production of major advertising copy campaigns for this large growing agency. Our staff knows of this ad. Salary open. Replies held confidential. Please send complete resume, giving experience, nature of accounts, scope of responsibility, salary earned, education, reasons for interest in this ad, age, salary expected.

Box 236, Advertising Age
200 E. Illinois St. Chicago 11, Ill.

COPY WRITER qualified to head department

Established agency in midwest city of 500,000 has place for an experienced writer capable of creating national consumer copy, and qualified to supervise copy department. Agency is 30 years old, has staff of 28 people, variety of active accounts... Please write, in full detail, important facts of background, experience, and your salary requirements.

BOX 233 • ADVERTISING AGE

TRADE PAPER

Advertising Salesman

Seasoned advertising sales executive with excellent record of personal selling and territorial management in Chicago area seeks midwest assignment on merchandising trade paper. Well acquainted with agencies and accounts. Doing temporary work now. Can begin on short notice.

BOX 224, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.



'Los Angeles News' Plans Merchandising Program through Young Mother Hubbards

LOS ANGELES, Aug. 13—The Los Angeles Daily News is lining up food and grocery product advertisers for a merchandising program designed to blanket this metropolitan area.

The program is known as the Young Mother Hubbard "neighborhood" plan. It calls for participation by 20 non-competitive manufacturers in a 26-week campaign. The only newspaper space involved in the program is a weekly spread ad which lists all the participating products. However, the ad is only part of the integrated program which the News is offering.

Under the plan, greater Los Angeles is divided into 26 areas, with a different area covered during each week of the campaign. By "covered" the News means this:

1. Before a neighborhood is featured, all grocers in the area are contacted by the paper. Those dealers promising cooperation in the way of special displays will have their stores listed in the ad covering their area. In addition, a list of cooperating grocers will be turned over to the brokers or sales managers for the advertised products to insure adequate stocks and displays in the stores.

2. Each Wednesday, the day the ad runs, girls dressed in Mother Hubbard outfits start making calls on housewives in the featured area.

wanted ADVERTISING MANAGER

Experienced handling Specialty Apparel or Better Dep't Store Newspaper & Direct Mail Business Promotions. This position offers Good Salary & Opportunity for person with Initiative and Creative Ideas to turn out high class work.

Established Firm located in City of 150,000 in progressive Southwestern Area. Unless seriously desirous of relocating, don't apply.

State Education, Qualifications, Employment & Personal history, age, Marital & Military Status, Salary desired and when available. Write Box 230, care of

ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Ill.

The housewife is permitted to name her choice of any of the advertised products and she is immediately given a coupon for that item. The Young Mother Hubbards then make a cupboard inventory.

For each of the advertised products which the housewife has, the latter is credited as follows: one to five items, \$2 each; five to ten items, \$4 each; ten to 15 items, \$6 each, and 15 to 20 items, \$8 each. Also, after identification of 5, 10 and 20 products in the cupboard, the housewife is given a chance to answer questions which earn her prizes in three jackpots. These prizes are merchandise such as washing machines, ranges, TV sets, etc.

All the cash prizes are awarded in the form of checks drawn on cooperating neighborhood grocers. Coupons are redeemable there, too.

The News is offering the complete program to manufacturers for \$175 per week. All contracts are for 26 weeks, with cancellation privilege at the end of 13 weeks, upon written notice not later than the end of the tenth week.

Mel Bratton, national ad manager of the News, told AA that he expects the program to get under way between Sept. 15 and Oct. 1. Six manufacturers already are signed—five of them regional advertisers only. The remaining 14 are expected to be national companies. The full 20 are needed because costs of the plan are based on that number of participants.

Thuemmel Opens Own Agency

Grant Thuemmel has opened his own agency in the Portland Trust Bldg., Portland, Ore. He entered the advertising field in 1935 as production manager for Joseph R. Gerber Advertising, Portland, and later was made account executive. In 1945 he was named an account executive for Simon & Smith, Portland, where he was until last July.

Erving to Chambers & Wiswell

Erving Paper Mills, Erving, Mass., has named Chambers & Wiswell, Boston, to handle its advertising. Trade and consumer publications, newspapers, point of sale and direct mail will be used to promote Snow-Soft Servaides, a linen-like dinner napkin.



CATCHING ON—Canada Dry, which set its heaviest (approximately \$100,000) campaign this summer to popularize Quinine water for gin and tonics, now expects to peddle 1,000,000 cases before summer's gone. J. M. Mathes Inc., New York, handles the account.

Ridge Plastics to Steffen

Ridge Plastics Co., Elyria, O., has named Paul J. Steffen Co., Chicago, to direct advertising for its new twin lines of plastic wall tile.

regular Ridgetile and corduroy-surfaced Ridgewall. Trade publications and newspaper cooperative advertising will be used.

Hamala Appointed Sales Head

Edwin A. Hamala, sales manager, has been promoted to director of sales and advertising for Royal Vacuum Cleaner Co., Cleveland. He joined the company in 1950. Prior to that he had been an account executive with Beaumont & Hohman, New York.

Jones Joins Hollingshead

Philip Jones, formerly administrative assistant to the retail v.p. of Montgomery Ward & Co., has been named assistant director of sales and merchandising for R. M. Hollingshead Corp., Camden, N. J., chemicals manufacturer. Mr. Jones had been with Montgomery Ward since 1929.

Appoints Theis & Simpson Co.

Theis & Simpson Co., New York, affiliated with Howland & Howland, has been named to represent the Journal, New Ulm, Minn.

Two Appoint Norman Waters

Glenhunt Town & Country Clothes, manufacturer of women's coats and suits, has named Norman D. Waters & Associates, New York, to direct its advertising. Fashion publications will be used. W. E. Bassett Co., Derby, Conn., maker of Trim nail clippers and manicure implements, also has appointed the agency to handle its advertising.

LAYOUT ARTIST

Madison, Wisconsin 4A Agency wants a top flight layout man — art director — who can become important in agency plans for future.

ARTHUR TOWELL, INC.
Box 105 Madison, Wis.

The top 10 daytime programs* in the Pittsburgh area are all aired on KDKA.

Of the first four of these programs, three are local shows produced by KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

869,000 homes* in the Pittsburgh area tune to KDKA in the course of an average week.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

WANTED ADVERTISING MANAGER

One of America's largest container manufacturers requires man to head up department and to coordinate activities with agency. Chicago location. Between 32 and 40, preferred. Container experience not essential. Former advertising manager or assistant preferred. Outstanding opportunity. Would appreciate photograph and concise transcript of experience. Write Box 228,

ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

869,000 homes* in the Pittsburgh area spend an average of over six hours per week tuned to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Homes in the Pittsburgh area spend five million hours* weekly listening to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Average Family Lives Beyond Income: BLS

(Continued from Page 1)

According to BLS, with incomes averaging \$3,900 and expenditures totaling 109.6% of income.

In all cases, the difference between income and expenditures was balanced out by drawing on savings, or by going into debt.

In releasing the data, BLS pointed out that 1950 was a year of near-record expenditures. It cautioned that expenditures for appliances and durables may have taken an unusually large share of income as a result of the frantic buying which followed the outbreak of fighting in Korea.

■ Average annual family income after taxes varied from as little as \$3,000 to more than \$5,000, with the highest averages in northern and western cities. Among 10 urbanized areas with populations in excess of 1,000,000, it ranged from more than \$5,000 in Chicago and New York to as low as \$4,000 in Baltimore.

In the cities with 240,000 to 1,000,000, Milwaukee, Hartford and Seattle were high with \$4,600 while Birmingham and New Orleans averaged only \$3,200. Bakersfield, Cal., in the 30,000 to 240,000 group, reported an average in excess of \$5,000 while Lynchburg, Va., and Charleston, S. C., showed only \$3,400.

Among the smallest communities, Elko, Nev., Antioch, Cal., and Cheyenne, Wyo., were in the "over \$5,000" group, but Shawnee, Okla., Camden, Ark., Middlesboro, Ky., and Demopolis, Ala., averaged only \$3,000.

■ In most cities wage earners and clerical workers were below average—in New York, \$1,100 less than the community income level.

Chicago wage earners reported \$700 less than the community level. Wage earners in Demopolis, Ala., averaged only \$2,500, compared with about \$4,600 in the highest cities—Antioch, Cal., Middletown, Conn., and Elko, Nev.

About 30% of all families and 28% of all wage earners had disposable income of less than \$3,000. About 14% of all and 9% of the wage earners had incomes in excess of \$6,000.

BLS said 1950 income was distributed in this order:
Less than \$1,000—3% of all and 1% of wage and clerical.

\$1,000 to \$2,000—9% of all and 7% of wage and clerical.

\$2,000 to \$3,000—18% of all and 20% of wage and clerical.

\$3,000 to \$4,000—26% of all and 31% of wage and clerical.

\$4,000 to \$5,000—19% of all and 21% of wage and clerical.

\$5,000 to \$6,000—11% of all and 11% of wage and clerical.

\$6,000 to \$7,500—7% of all and 6% of wage and clerical.

\$7,500 to \$10,000—4% of all and 3% of wage and clerical.

\$10,000 and up—3% of all (BLS excludes wage and clerical from this bracket by definition).

BLS reported that the tax burden appears to be equally distributed from city to city, with payments averaging 7% to 9% of income in high-income cities, and 5% to 7% in lower-income cities.

■ The proportion of income required for housing, fuel, light and refrigeration varied widely, but in three-fifths of the cities was in a range of 13% to 16% of income. New England had the highest housing costs, while the Pacific, mountain and west south central regions had the lowest.

Among large cities, Boston families spent about 20% of their income on housing, while Los Angeles and San Francisco families spent only 14%. Barre, Vt., and Laconia, N. H., reported 16% and 20%, respectively, for housing, while Antioch, Cal., Cheyenne, Wyo., and Nogales, Ariz., only 12%.

Expenditures for food varied according to local patterns of family living for about half the cities. Food took 28% to 31% of income, but over-all the low was 26% and the high 36%.

■ In terms of dollars, however, the variations were less than the variations in income. In higher income cities, family food bills averaged \$100 to \$115 monthly, while in lower income cities they averaged \$85 to \$100. In only a few small, low-income cities did food bills go as low as \$75.

Expenditures for alcoholic beverages varied from 2% to as little as a half of 1% per city, and averaged about 1.5% for all urban families. Insurance premiums amounted to \$150 to \$250 in larger cities and slightly less in small urban areas.



CHICAGO SERIES—About 300 ball fans came out last Wednesday to Grant Park to watch the playoff between Young & Rubicam's softball team and that of Needham, Louis & Brorby,

each of which won division titles in the agency league. Y&R's team, pictured at right, won the game, 8-7, and will go on to play winners of other leagues in Chicago.

Variations in expenditures for goods and services other than food and housing showed consistent patterns among the 91 cities surveyed, BLS concluded. Where variations exist, they seemed to be related primarily to city size and geographic location.

■ In larger cities, about 22% of all expenditures other than for food and housing went to clothing, 13% for house furnishings, 8% for household operations, 25% for transportation, 14% for medical and personal care, 12% for reading, recreation and education, 4% for tobacco and 2% for miscellaneous items.

In small cities, a larger proportion was spent on transportation and less on recreation, but other groups of items took about the same proportions in most cities.

Wage and clerical workers were spending roughly 11% of income after taxes for automobiles, TV sets, refrigerators and other heavy durables.

About 6½% went for automobile purchases, with heaviest expenditures in the west south central, mountain and Pacific states. New York reported only a third of its families as car owners, with expenditures averaging 2½% of income. Only 10% of the wage and clerical workers in New York were car owners while 40% in small western cities had cars. The over-all average of wage and clerical workers owning cars was 25%.

■ Forty of the 91 cities in the survey did not have TV, but, in TV cities, TV sets took 2% to 2½% of disposable income. In non-TV areas, radios and phonographs claimed less than 1% of income.

In larger cities, about 55% of the clothing budget went to women's and girls' clothing and 40%

for men's and boys'. The remainder was for children under two, and for clothing materials. In smaller cities, women shared the clothing budget about equally with the rest of the family.

About half the women's clothing budget went for coats, suits and dresses; 14% for underwear and nightwear; 14% for footwear and 12% for hats, gloves and accessories. Dresses, skirts, and blouses accounted for about the same expenditure as coats and other heavy outerwear, but in warm cities and small cities, dresses took a larger share.

■ Except for variations by region in the proportion going to outerwear, expenditures for men's and boys' clothing showed consistent patterns throughout the 91 cities. More was spent on work clothes and trousers in small cities and more on coats, suits and jackets in large cities. In colder areas, men spent about 14% of the clothing al-

lowance for coats and jackets and about 33% on suits, trousers and work clothes. In warmer climates, they spent about 10% on coats and jackets and 36% to 38% on other outerwear.

Purchases of shirts represented 11% to 12% of expenditures for men's clothing, 8% for underwear and nightwear, 5% for hosiery and 12% to 13% for hats and other accessories. Average expenditure on footwear ranged from 16% in large cities to 18% in small urban places.

■ The preliminary report on the city expenditure data was prepared by Mary C. Ruark and Abner Hurwitz of the bureau's prices and cost of living division.

Information about BLS publications may be obtained from the BLS publications office, Washington 25, D. C. Information about data which remains to be compiled should be obtained from the cost of living division.

AA Check Finds High Costs, Higher Taxes Are Forcing Business Paper Ad Rates Up

(Continued from Page 1)

Assn. of Advertising Agencies last April, a study on various media was presented by Melvin Brorby, Needham, Louis & Brorby, which showed that b/w page costs per 1,000 in business papers were \$13.43 in 1941, \$16.00 in 1950, and \$16.29 in 1952, on an average, based on a study of 63 representative magazines directed to 30 different industries.

■ Among business papers that have announced rate increases effective since April are the following:

April (b/w, one-time base rate): Aviation Age, \$490 to \$575; Iron Age, \$429 to \$500.

June: Cosmetics & Toiletries, \$337 to \$375; Luggage & Leather Goods, \$265 to \$300; Notions & Novelties, \$265 to \$300; Export Trade & Shipper, \$150 to \$165.

July: Construction Equipment, \$588 to \$636; Purchasing, \$399 to \$462; Mill & Factory, \$567 to \$654; Optical Journal, \$150 to \$180; Boot & Shoe Recorder, \$350 to \$420;

Hardware Age, \$350 to \$415; Motor Service, \$460 to \$530; Plumbing & Heating Business, \$435 to \$500; American Boxmaker, \$145 to \$174; American Paper Converter,

\$145 to \$174; Hospital Topics, \$275 to \$325; Motor Age, \$563 to \$620; Advertising Age, \$630 to \$682.50; Agricultural Chemicals, \$150 to \$170.

■ August: Upholstering, \$220 to \$235; Dough Boy, \$140 to \$150; Jewelers' Circular-Keystone, \$280 to \$320; Curtain & Drapery Department Magazine, \$320 to \$360; Steel Equipment & Maintenance, \$310 to \$315; College & University Business, \$207 to \$226; Nation's Schools, \$300 to \$333; Modern Hospital, \$336 to \$370; Foundry, \$360 to \$432.

September: Auto News, \$150 to \$200; Motor Boating, \$495 to \$550; Hardware Retailer, \$350 to \$410; Traffic World, \$400 to \$425; Yachting, \$485 to \$530.

October: Tide, \$425 to \$500; Materials & Methods, \$405 to \$432.

November: Department Store Economist, although it does not contemplate a rate change, plans to change its page size from 9x12" to 8 7/16x11 1/4". Its last rate change was in January, 1950.

■ January, 1953: Aero Digest, \$420 to \$490; Distribution Age, \$250 to \$375; Food Processing, \$520 to \$556; Optometric Weekly, \$130 to \$150; American Builder, \$750 to \$825; Railway Engineering & Maintenance, \$310 to \$340; Railway Mechanical & Electrical Engineering, will change its name to Locomotives & Cars, add 1,200 in new circulation and up rates from \$310 to \$340; Variety Store Merchandising, \$530 to \$635; Chemical Processing, \$560 to \$656; Chemical & Engineering News, \$744 to \$852; Chemical Week, \$375 to \$470; Fleet Owner, \$345 to \$400; Industrial Distribution, \$320 to \$375; Product Engineering, \$450 to \$525; Textile World, \$390 to \$495.

February: Motor, \$600 to \$650.

March: American Machinist \$440 to \$500; Chemical Engineering, \$505 to \$585.

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MCCALL'S TO RAISE GUARANTEE BY 200,000

New York, Aug. 15—Effective with its February, 1953, issue, McCall's will increase its annual net paid circulation guarantee from 4,000,000 to 4,200,000. Ad rates will be increased in proportion, leaving cost per 1,000 figures at or near present levels, according to the magazine. The new one-time b/w rate will be \$13.150.

Contrary to the way the pack is running, Coronet this week announced that its advertising rates, \$4,700 per b/w page, based on last year's 2,450,000 circulation average, will be guaranteed through December, 1953. The magazine's circulation average for the first six months of 1952 is 2,762,830.

Average Income, Expenditures and Savings

All Families; Selected Cities, 1950

From the Bureau of Labor Statistics Survey of Consumer Expenditures in 91 Cities

	New York	Chicago	Los Angeles	Phila.	Boston	Pittsburgh	Minneapolis	Kansas City	Portland, Ore.
No. of Families Interviewed	388	336	325	277	222	303	169	182	160
Average Family Size	3.2	3.2	3.1	3.2	3.5	3.7	3.3	3.0	3.2
Average Expenditures for Current									
Consumption: Total	\$4,932	\$4,905	\$4,661	\$4,384	\$4,300	\$4,506	\$4,429	\$3,989	\$4,134
Housing, Fuel, Utilities, & Household Operations	1,067	567	884	912	998	874	877	853	867
House Furnishings & Equipment	298	353	355	369	243	284	302	294	264
Food	1,535	1,427	1,319	1,380	1,357	1,386	1,190	1,090	1,133
Alcoholic Bev. & Cigarettes	186	177	120	191	159	176	164	137	123
Personal Care	100	107	99	104	190	99	94	115	84
Clothing	608	609	488	539	485	550	491	456	425
Medical Care	290	257	283	225	203	211	253	204	229
Recreation, Reading & Education	340	318	285	265	269	274	302	209	260
Transportation	415	626	766	458	426	597	662	588	695
Miscellaneous	73	64	62	41	60	46	94	43	54
Insurance	218	246	209	194	176	222	207	192	187
Gifts & Contributions	251	261	167	147	201	144	164	191	167
Payments of Principal & Down Payment on Owned Houses	225	300	246	106	-161	218	367	348	271
Personal Taxes*	269	236	415	389	372	352	404	388	462
Money Income	\$5,109	\$5,086	\$4,745	\$4,506	\$4,200	\$4,583	\$4,579	\$4,321	\$4,017
Other Money Receipts	61	49	107	41	18	23	103	16	91
Net Increase in Assets and/or Increase in Liabilities	141	145	16	1	141	141	34	103	332
Balancing Difference**	-90	-140	-169	-177	-318	-125	-84	+68	-48
Per Cent of Expenditures for Current Consumption:									
Housing, Utilities, Fuel & Household Operations	22.0	19.7	19.0	20.9	23.2	19.4	19.9	21.4	21.0
House Furnishings & Equipment	6.0	7.2	7.6	6.1	5.7	6.3	6.8	7.4	6.4
Food	31.2	29.1	28.3	31.5	31.5	34.8	26.9	27.4	27.4
Alcoholic Bev. & Tobacco	3.8	3.6	2.6	4.4	3.7	3.9	3.7	3.4	3.0
Personal Care	2.0	2.2	2.1	2.4	2.3	2.2	2.1	2.9	2.0
Clothing	12.3	12.4	10.5	12.3	11.3	12.4	11.1	11.4	10.3
Medical Care	5.9	6.3	6.1	5.1	4.7	4.7	5.7	5.1	5.5
Recreation, Reading, Edu.	6.9	6.1	6.0	6.0	6.3	6.1	6.8	5.2	6.3
Transportation	8.4	12.8	16.4	10.4	9.9	13.2	14.9	14.7	16.8
Miscellaneous	1.5	1.3	1.3	0.9	1.4	1.0	2.1	1.1	1.8

*Personal taxes include federal and state income, poll and personal property taxes.
**Net difference between reported money receipts and reported money disbursements.

Promotes Frederick Roth

Frederick W. Roth, assistant secretary of Gould National Batteries Inc., St. Paul, has been elected v.p. in charge of the industrial division. Mr. Roth, who began working for Philco Corp., Philadelphia, in 1933, was plant manager of Philco's Trenton, N. J., storage battery plant in 1947 when Gould-National acquired that plant from Philco. He was made assistant secretary in 1950.

Alcoa Promotes McCheaney

W. S. McCheaney, assistant district sales manager in New York since 1949, has been promoted to manager of foil sales for Aluminum Co. of America, Pittsburgh. He succeeds T. A. Torrence, who has held the position for 24 years. Mr. Torrence will continue actively with the company as chief technical consultant on foil sales.

Cinerama to McCann-Erickson

Cinerama Productions Corp. has appointed McCann-Erickson to handle advertising on Cinerama, new sound and film production and projection which will be shown in New York probably late in September or early October. Lynn Farnol has been named to handle Cinerama public relations.

Anniversary Booklet Issued

Castle Island Press, 5417 W. Monroe St., Chicago 44, has put out a booklet, "How to Plan an Anniversary Campaign," prepared by its public relations director, Jay J. Broderick. Copies may be had by writing to the company.

225,000 Rotarians own their homes
108,300 own income property
65,550 own farms
79,900 plan to build or buy
293,000 pay for and read
The Rotarian regularly.

Coupon Western Markets this FALL!

ACT NOW! INQUIRE ABOUT OUR LOW-COST GROUP-COUPONING program

✓ Lower cost ✓ Higher redemption

Final deadline is approaching for manufacturers to enter this big group-couponing promotion. Plan now to coupon your product in a group with other non-competitive participating products. Coupon one or any combination of eight key western marketing areas.



—Drastically lower costs—as little as 1/5 regular couponing rates—because several participating manufacturers share the costs!

—Higher redemption because of variety of products represented, because a group of coupons means increased cash value to the housewife, because of more accurate and up-to-date occupancy mailing lists.

18,000,000 coupons were mailed for these twelve leading manufacturers in June, 1952. Their repeat participation is proof of the success of the "BRANDS YOU KNOW" group-couponing program.

Colgate-Palmolive-Peet	Granny Goose Foods	Lewis Food Co.
Corn Products Refining Co.	Green Spot, Inc.	M.J.B. Co.
Fisher Flouring Mills	Kills 'Em Chemical Co.	Purex Corp.
General Foods Corp.	King Shoyu Factory	Wesson Oil & Snowdrift

WRITE, WIRE or PHONE any Hecht-Arms' office for detailed information on our FALL group-couponing program—areas covered, number of mailings, costs, dates, etc.—and for complete samples of our highly successful summer mailing—coupons, dealer promotional mailings, etc.

"BRANDS YOU KNOW"

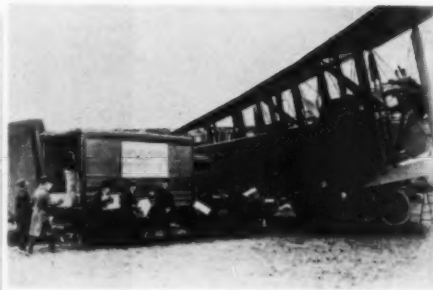
A division of
HECHT-ARMS CO.

633 HOWARD STREET
San Francisco 5, California
GARfield 1-8590

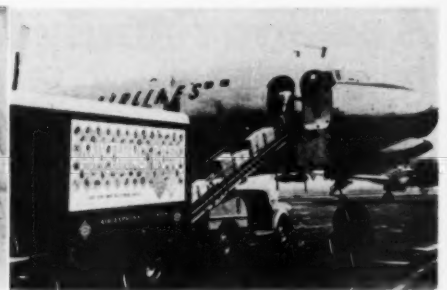
REN S. VAIL
141 East 44th Street, New York 17, N. Y.
MUrray Hill 7-4621

J. E. RAMSBERG
1009 Waimanu Street
Honolulu 14, Hawaii

DON McLEESE
333 No. Michigan Ave., Chicago 1, Ill.
CEntral 4-2733



1919 PREVIEW—The photo at left was taken in November, 1919, while the first air express cargo was being loaded on an old



World War I bomber. At right, a conveyor belt is shown loading one of 1952's fast, four-engine express planes.

Air Express Nears 25th Birthday; 1% of Revenues Now Goes to Ads

(Continued from Page 2)
promoted as an industry on a national basis.

■ The current advertising budget, Mr. Dell Aquila said, is a little more than 1% of the company's gross operating revenue for Air Express, which was approximately \$30,500,000 in 1951.

The ratio of the advertising budget to gross revenue is about the same as it was in 1942.

At one time, Air Express was the only business of its type, but in the past few years competing lines have grown up. As a result, advertising has been directed more and more toward meeting competition.

Currently, the Air Express advertising program consists of monthly pages in four weekly news magazines—*Business Week*, *Nation's Business*, *Newsweek* and *Time*—and 15 business publications. The latter are selected to cover industries which contribute the largest volume of business to Air Express.

■ Of these, machinery and hardware lead the list, representing about 33% of Air Express revenue. Printed matter is second, contributing about 17%; store merchandise is third with 12%; motion picture films are fourth at a little over 7%; valuables represent about 5% of revenue, and electropypes and matrices rank sixth at 4%.

In addition to media space, Air Express is a heavy user of direct mail promotion, handled by Dickie-Raymond.

Robert W. Orr & Associates is the Air Express agency. Originally, the account was handled by Caples Co. and later by Erwin, Wasey & Co. Orr took over in 1951.

■ "The main purpose of the company's advertising program," Mr. Dell Aquila said, "is to support the sales organization. This consists of a staff of 15 men who concentrate on developing new business and servicing old customers."

Air Express service, conducted jointly by the domestic airlines and Railway Express Agency, Mr. Dell Aquila said, has two functions: (1) transportation by airplane from airport to airport, and (2) picking up and receiving from the shipper, transporting to the originating airport and subsequent delivery to the consignee at the destination, with full responsibility to the shipper and consignee.

The first function is performed by the airlines; the second, by Railway Express. The service covers all classes of air cargo including expedited air express, deferred express and freight in full plane or less than plane loads.

■ Under the uniform contracts between Railway Express Agency and the airlines, the express agency is responsible for developing business and carrying out the advertising program approved by the

joint advertising committee.

Air express was carried by only four airlines 25 years ago, with a total air mileage of 4,541 miles.



AIR MINDED—Jack Smith, Continental Air Lines, Denver, smiles happily as Victor Dell Aquila, Railway Express Agency's ad manager, points to Continental's territory on an Air Express service map.

The 32 airlines which carry cargo today cover more than 106,000 miles of airways within the U. S. Shipments are also made to Alaska, Hawaii, Cuba and Latin America.

■ In 1928, the division's first full year of operation, the total number of air express shipments was 17,006, with a dollar volume of \$130,774.29. Last year, Air Express handled 4,300,000 shipments and reported gross revenue of \$30,500,000.

Coast-to-coast service, which took 33 hours in 1928, is now given in 10 hours. The original 26 cities served have been increased to 675 airports servicing 1,800 places where Air Express shipments orig-

inate or terminate or both. Rate schedules are contained in a 141-page booklet, issued Jan. 12, 1952, which is a far cry from the four-page folder the division issued in 1927.

Gross revenue for the quarter-century Air Express has been in business amounts to \$182,371,892 for a total of 35,530,986 shipments. The banner year was 1951 when

the gross hit \$30,500,000; the previous year, it was \$22,000,000.

Sponsors Dinah Shore on TV

Chevrolet Dealers—via Campbell-Ewald Co. Detroit—will sponsor Dinah Shore's program again when she returns to NBC-TV on Tuesday, Aug. 26, 7:30-7:45 p.m., EST, after an eight-week hiatus. The show's format will be the same as last season.

Hawley Joins BBDO in L. A.

John Hawley has joined the Los Angeles office of Batten, Barton, Durstine & Osborn as a member of the Rexall account group and will service the retail division of Rexall Drug Co. Most recently he has been on the advertising staff of the *Hollywood Citizen-News* and the *Valley Times*.

YOURS FOR THE ASKING

BIG PACKAGE FOR '52

16 pages crammed full of factual information on El Paso and the Fabulous Southwest. Latest population and family estimates for a 24 county area plus retail, food, drug, auto sales by towns and counties and family coverage of the El Paso Times and Herald-Post in the Fabulous Southwest.

FOR YOUR FREE COPY

Write General Advertising Department, Newspaper Printing Corporation, El Paso, Texas.

The El Paso Times El Paso Herald-Post
An Independent Newspaper Morning and Sunday A Scripps-Howard Newspaper Evening

**International Cellucotton
Makes 4 Sales Exec Changes**

International Cellucotton Products Co., Chicago, has made four changes in its sales department. Charles E. Souders, merchandising manager, has been promoted to field sales manager in charge of marketing and merchandising sales operations. He joined the company's ad department 20 years ago. William J. French has been advanced to succeed Mr. Souders. He



Charles E. Souders William J. French

came to the company 13 years ago in the detail crew and was transferred to the sales executive offices in 1950.

Edward W. Fairweather is director of trade relations, representing the company at all trade conventions and being responsible for screening, selecting and training new sales personnel. John W. Hughes, sales promotion manager since 1950, has been named supervisor of field promotions. Both Mr. Fairweather and Mr. Hughes joined the company in 1938 as territory salesmen.

Promotes Maynard Durham

Maynard L. Durham, business manager of Textile Industries, has been promoted to western manager of that publication and of Southern Power & Industry, effective Sept. 1. He will make his headquarters in Chicago.

Hunt Joins Geoffrey Wade

Snowden M. Hunt Jr., for the past four years an account executive and director of media and research for Mogge-Privett, Los Angeles, has been named media and research director of Geoffrey Wade Advertising, Hollywood, effective Aug. 25.



CHEX-APPEAL—The National Shawmut Bank in Boston took full-page ads in newspapers and used both radio and TV to announce its new line of checkbooks. Pictured above is the "Coffee House" checkbook, which is cloth bound like a regular book. The front cover reproduces in full color the Old Exchange Coffee House on Pudding Lane, where the bank was founded in 1836.

**Fall Prest-O-Lite
Promotion Features
Pro Football Stars**

TOLEDO, Aug. 13—The Prest-O-Lite Battery Co. has signed an exclusive agreement with the National Football League to feature NFL stars in a new advertising program to be launched this fall. The campaign will be the biggest ever run by the company.

Twenty-four top professional players will appear across the nation as life-size "standees." The "standee" displays, in full color, will be shown at all NFL stadiums and throughout the cities which have league teams.

Among the players whose names

will be used in the promotion are Otto Graham of the Cleveland Browns, Kyle Rote of the New York Giants and Doak Walker of the Detroit Lions.

In addition, thousands of smaller "standees" are being prepared for display use by dealers and distributors. These are similar to the large ones, but also have small pockets which contain the 1952 schedule of the NFL.

Prest-O-Lite announced that thousands of dealers have already been sent a 24-page booklet which tells the stories of pro football and the Toledo battery company. The booklet, which can be had on request from dealers, has anecdotes prepared by Grantland Rice, dean of American sports writers.

Another phase of the fall promotion are tie-ins with the American Legion and the Elks. Specially prepared "standees" will be given display space in the club houses of the two organizations and Prest-O-Lite ads will be carried in the national magazines circulated by the two groups.

Backing the whole campaign will be a national ad program which includes full color space in Collier's, Farm Journal, Football Yearbook, Popular Science, Progressive Farmer, The Saturday Evening Post, Sports, Sports Afield and True. A full color ad also will run in the official program of all clubs franchised by the NFL.

Ruthrauff & Ryan, Detroit, is the agency for Prest-O-Lite, which is a subsidiary of the Electric Auto-Lite Co., Toledo.

W. D. Lyon Co. Adds Two

Robert P. Ames, who has just received his Ph.D. in marketing from the State University of Iowa, has been named research-media director of W. D. Lyon Co., Cedar Rapids. John E. Fisher, formerly in the ad department of Montgomery Ward & Co., Chicago, and most recently sales promotion manager of Killian Co., has been appointed assistant account executive.

Gilbert Now Gilbert & Tormey

John P. Gilbert & Associates, Miami agency, has changed its name to Gilbert & Tormey Associates. John Tormey, who at one time was a v.p. of Foote, Cone & Belding, heads the advertising management office.

Rex Agency Changes Name

Rex Advertising Co., Detroit, established by Fred A. Epps six years ago, has changed its name to Fred A. Epps & Associates. Raymond Appar Rex has been named head of the production department.

McGraw to Enforce Prices

W. E. O'Brien, general sales manager of the Toastmaster products division of McGraw Electric Co., Chicago, has announced the company would enforce fair trade pricing on its electric toasters in all states having fair trade laws. "Notices have been sent to all the large and well-known price cutting retailers, advising that we intend to enforce the maintenance of our fair trade price," he said, adding that "the company is offering to take back any stock these retailers may be unable to sell at full price."

Hargrave Appointed A.M.

Newell H. Hargrave Jr. for many years associated with agencies in Cincinnati and New York, has been named advertising manager of the Cincinnati Time Recorder Co.

Veith Rejoins 'Machine Design'

Harold B. Veith, who has been on leave, has returned to Machine Design as district manager in the western Ohio and eastern Michigan area.

Flako Ties In with Fruit

Flako Products Corp., New Brunswick, N. J., is conducting the second in a series of tie-in promotions during August. Corn muffins (Flako corn muffin mix) are being featured with fresh fruit salad in ads in 31 newspapers and in endorsements by Galen Drake on 49 stations of the CBS network. Spots on CBS, NBC and independent TV stations also are being used. H. B. LeQuatte Inc., New York, is the agency.



We're bustin' our



Yes, the figures below will certainly show how the Memphis market has grown in the last 10 years.

Comparison of 1942-1952 Growth in the Memphis market area

	1942	1952	Percentage increase
Population	3,092,108	3,569,600	15.4%
Radio Homes	393,518	818,303	108%
Effective Buying Income	\$896,976,000	\$2,802,534,000	212%
Retail Sales	\$615,917,000	\$2,269,052,000	268%
Food Sales	\$112,935,000	\$511,934,000	353%
Drug Sales	\$21,225,000	\$63,708,000	200%

In 1952, as in 1942, the radio station that reaches and sells the great Memphis market best is

W M C

M E M P H I S

NBC-5000 WATTS-790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

**WARWICK'S NEW TYPE
SERVICE ELIMINATES
PASTE-UP ON MANY JOBS!**

*Sensational,
new Fotoset process sets type
directly on film...or paper...*

Now all of the time spent by your artists in paste-up and assembly can get your type set directly on negative or positive, and completely assembled by Warwick to exactly fit your layout.

From the "spare no expense" brochure to the close budget piece, Fotoset will give you sharper, clearer reproduction and at less cost!

It will pay you in dollars and hours to get the complete story of what Warwick's new Fotoset and complete typographic service can mean to you!

For complete information on this invaluable aid to art directors and production men, write Dept. A-3.

WARWICK TYPOGRAPHERS INCORPORATED

920 Washington Ave. • St. Louis 1, Mo.
... overnight by rail and air from nearly all U. S.



"Advertising Age's

Presentation of Events is Outstanding"

Says CHARLES B. KONSELMAN Director of Advertising
A. & M. KARAGHEUSIAN, INC.

"ADVERTISING AGE offers superb coverage of advertising, merchandising and marketing news. Its authoritative presentation of developments, backed by careful research and sound reporting is outstanding.

"The columns and departments are excellent — replete with ideas, examples, and case histories which help in developing new campaigns, exploring fresh marketing concepts.

"ADVERTISING AGE is making an important contribution to business growth and progress. It is of great value to me in my work."



Mr. Konselman has behind him twenty years of advertising experience which he brings to bear on the promotion of Gulistan carpets and other Karagheusian merchandise. He was with the Royal Typewriter Company for six years, where he developed sales training programs and sales personnel selection techniques which are still in use. In 1943 he became Advertising Director of Wickwire Spencer Steel, and, in 1946, assumed his present duties. He has authored numerous articles on advertising, sales promotion and public relations as well as two books, "Modern Letter Writing," and "Selling is a Science." He is former president and director of the Direct Mail Advertising Association, and a member of the Advertising Club of New York, the Public Relations Society of America and the Canadian Club. In addition to his other activities, he has served as a consultant to the War Bond Division of the Treasury, and is Instructor of Advertising at the College of the City of New York.



Important to Important People

All Regions Shared in '51 Income Gain. Commerce Reports

(Continued from Page 1)
 ated businesses and farms, dividends, interest, net rents and such items as social insurance benefits, relief and veterans' pensions and benefits.

By states, the largest percentage increases occurred in Arizona (23%), South Carolina (21%) and New Mexico and South Dakota (18% each), where a sharp increase in farm prices was a principal factor. There were 16% increases in Colorado, Georgia, Nevada and 15% in Indiana, Kentucky, Ohio, Utah, Virginia and Wyoming.

The 1951 figures showed continuing variations in per capita income by state and region despite the progress of "backward" areas in the past two decades.

Per capita incomes in 1951 ranged from \$771 in Mississippi to nearly \$2,100 in Delaware and the District of Columbia. Others in the top rank were Nevada (\$2,029), Connecticut (\$1,999), New York (\$1,996), Illinois (\$1,928) and New Jersey (\$1,885).

Residents of California, Oregon, Washington and Nevada did nearly a fifth better than the national average and, in the large middle eastern region, over-all income averaged about a sixth better than the nation as a whole.

The 11 southeastern states had combined per capita income about a third below the nation, while the four southwestern states were 10%



NO SIGNATURE—Pineapple Growers Assn. of Hawaii ran this ad last week in 138 newspapers. It will appear in magazines in October. J. Walter Thompson Co. is the agency.

to 25% below the national average.

The Southwest (up 15%), the Southeast (up 13%) and the Far West (up 14%) benefited from the defense program. In the Southwest and Far West, factory payrolls increased by more than 24%.

Smallest percentage increases were in New England (10%) and the Middle East (9%), except for Connecticut, which increased 14%. All New England states expanded less than average.

The disappointing gain in the Middle East results largely from below-average gains by New York and Pennsylvania, which account for about three-fourths of all individual incomes in the region.

Total Income Payments & Per Capita Income

State & Region	Total Income Payments (000,000 Omitted)		% Increase		Average Per Capita Income	
	1940	1950	1951	1950-51	1940-51	1951
Continental U.S.	\$75,852	\$217,672	\$242,947	12	220	\$1,584
New England	6,124	14,559	16,057	10	162	1,715
Connecticut	1,417	3,572	4,071	14	187	1,999
Maine	431	1,083	1,182	9	174	1,298
Massachusetts	3,309	7,545	8,223	9	148	1,738
New Hampshire	269	673	747	11	178	1,444
Rhode Island	511	1,237	1,341	8	162	1,691
Vermont	187	449	493	10	164	1,324
Middle East	24,319	60,557	66,112	9	172	1,822
Delaware	239	609	683	12	186	2,076
District of Columbia	905	2,072	2,291	11	153	2,095
Maryland	1,222	3,417	3,875	13	217	1,734
New Jersey	3,138	7,786	8,813	13	181	1,885
New York	11,830	28,415	30,555	8	152	1,996
Pennsylvania	6,225	15,141	17,552	9	182	1,663
West Virginia	760	2,117	2,343	11	208	1,174
Southeast	9,043	30,297	34,346	13	280	1,075
Alabama	763	2,562	2,890	13	279	950
Arkansas	493	1,582	1,769	12	259	926
Florida	900	3,402	3,801	12	322	1,284
Georgia	986	3,309	3,844	16	290	1,103
Kentucky	890	2,700	3,115	15	254	1,066
Louisiana	517	1,634	1,828	10	269	1,135
Mississippi	444	1,527	1,689	11	280	771
North Carolina	1,131	3,887	4,350	12	285	1,052
South Carolina	545	1,756	2,131	21	291	1,003
Tennessee	927	3,082	3,530	15	281	1,064
Virginia	1,127	3,556	4,099	15	281	1,256
Southwest	3,908	13,979	16,029	15	310	1,363
Arizona	237	936	1,151	23	386	1,432
New Mexico	190	776	916	18	382	1,328
Oklahoma	829	2,394	2,677	12	223	1,182
Texas	2,652	9,874	11,285	14	326	1,412
Central	21,664	62,165	69,701	12	222	1,717
Illinois	5,740	15,397	17,028	10	210	1,474
Indiana	1,858	5,768	6,555	15	258	1,649
Iowa	1,233	3,716	4,019	8	226	1,531
Michigan	3,425	10,158	11,352	12	231	1,734
Minnesota	1,424	3,992	4,316	11	210	1,599
Missouri	1,914	5,580	6,141	10	221	1,599
Ohio	4,448	12,618	14,509	15	226	1,799
Wisconsin	1,622	4,936	5,610	14	246	1,614
Northwest	3,363	13,022	12,220	11	263	1,507
Colorado	589	1,855	2,158	16	266	1,568
Idaho	232	739	800	8	245	1,356
Kansas	757	2,570	2,847	11	276	1,460
Montana	321	942	1,026	9	229	1,301
Nebraska	569	1,969	2,035	3	258	1,510
North Dakota	237	790	849	7	258	1,403
South Dakota	242	839	989	18	309	1,529
Utah	265	876	1,008	15	280	1,424
Wyoming	151	442	508	15	236	1,722
Far West	7,431	25,093	28,482	14	283	1,877
California	5,606	18,609	21,306	14	290	1,933
Nevada	92	300	347	16	277	2,029
Oregon	633	2,318	2,572	11	307	1,652
Washington	1,100	3,866	4,257	10	287	1,755

MARK SULLIVAN

PHILADELPHIA, Aug. 15—Mark Sullivan, 77, former editor of Collier's and well known newspaper columnist, died Aug. 13 after a heart attack.

Born in Avondale, Pa., Mr. Sullivan started to work for the Daily Republican, West Chester, Pa., in 1892. Shortly thereafter he invested \$300 in a paper called the Daily Republican in Phoenixville, Pa., but left it to attend Harvard where he received an LL.B. degree in 1903.

In 1904, he joined the Ladies' Home Journal staff. Two years later he became Washington correspondent for Collier's Weekly. Mr. Sullivan was named editor of Collier's in 1914 and directed the magazine all during World War I, after which he went to Paris to cover the peace conference for Collier's.

After leaving Collier's, Mr. Sullivan worked as a correspondent for the New York Evening Post and later for the New York Herald Tribune.

Last Minute News Flashes

Stosik Heads Gem Field Sales; New Ads Set

NEW YORK, Aug. 15—American Safety Razor Corp. has appointed Louis J. Stosik, formerly with Swank Inc., as marketing manager and has promoted Ted Barrie from mid-Atlantic states sales supervisor to field sales manager. Next month, ASR will launch a newspaper and magazine campaign using a tracer light camera technique to prove that shaving with the new Gem duridium blades is easier on the face. Newspapers in 70 key markets and six magazines are scheduled, through Grey Advertising.

Dobberteen Resigns B&B Media Post

NEW YORK, Aug. 15—Harold H. Dobberteen, v.p. in charge of media for Benton & Bowles since 1941, has resigned. Mr. Dobberteen came to B&B in 1935 from Brooke, Smith & French, Detroit. He became director of media in 1937, v.p. four years later.

Lennen Gets United Aircraft from Geyer

EAST HARTFORD, CONN., Aug. 15—United Aircraft Corp. will announce next week that it has transferred its entire account from Geyer, Newell & Ganger to Lennen & Mitchell, New York. This makes the second switch from GN&G to L&M: Chicopee Mills was the first (AA, June 30).

Football Forecast TV Show Set for Prestone

NEW YORK, Aug. 15—National Carbon Co. (via William Esty & Co.) will present a weekly 15-minute film program of forecasts in "Football This Week" over 48 TV stations, starting in late September. Station Distributors is syndicating this 10-week series. It will be sold locally in markets not cleared by Esty for Prestone anti-freeze, which bought the time on a spot basis.

Foote, Cone Gets Westgate-Sun Harbor Account

SAN DIEGO, Aug. 15—Westgate-Sun Harbor Co., canned tuna fish packer, has named Foote, Cone & Belding's Los Angeles office to handle its advertising, effective Jan. 1, 1953. Barnes-Chase Co., San Diego, has the account now.

GF and B&B Will Appeal Suit; Other Late News

General Foods and Benton & Bowles, against whom Los Angeles agencyman Raymond Morgan won a \$375,000 suit over use of a Morgan promotion idea, say they believe the doorbell-ringing promotion is in the public domain. They will move for a new trial and, if necessary, appeal from the ruling (See story on Page 79).

George Biderman, advertising and promotion manager for Bantam Books Inc., has resigned. No successor has been named.

Kudner Agency has opened separate offices at 270 Park Ave., New York, and in the Washington Hotel in the capital to house the staff assigned to the Republican National Committee campaign. Erwin Spitzer has resigned as v.p. and copy chief of Hirshon-Garfield to join the agency's copy staff.

Schwimmer & Scott Inc., Chicago, has been appointed the agency for Red Dot Foods, Madison, Wis., maker of Red Dot potato chips. The account was previously handled by Keck Advertising Agency, Oconomowoc, Wis. Red Dot foods has distribution in the Midwest and promotion plans call for radio tests starting in Indianapolis late this month and a newspaper campaign copy test beginning Sept. 1 in Galesburg, Ill., Fargo, N.D., Sioux City, Ia., and the Tri-Cities. In the fall, Minneapolis, Des Moines, Chicago and Milwaukee will be added to the schedule.

Thomas J. McMahon, who has handled negotiations of sports contracts for N. W. Ayer & Son clients for many years, has resigned to become director of sports for the DuMont Television Network, New York.

Robert S. Gould, formerly assistant manager of the institution department of General Foods Corp., New York, has been named on-premise merchandising manager of Pabst Brewing Co., Chicago brewer of Pabst Blue Ribbon beer. He was with GF 18 years.

FTC Says Lever's Margarine Claims Are False, Unfair

(Continued from Page 1)

state congressmen contended the margarine industry would try to pass off their product as a dairy product.

The complaint against Lever also contends that Good Luck ads implied, by the use of the expressions "the table margarine" and "only Good Luck is pressure blended for table flavor," that other margarines are not suitable for table use.

GF HIT BY FTC ON INSTITUTIONAL SALES

WASHINGTON, Aug. 14—The Federal Trade Commission today charged General Foods Corp. with violating anti-trust laws in the distribution of its bulk institutional packages. This action does not concern GF's consumer sales.

A complaint issued by the FTC said General Foods violated the Robinson-Patman Act and the Sherman Act by:

1. Discriminating against some customers by charging them higher prices.

2. Selling to some grocery wholesalers, but refusing to sell the same items to others.

3. Paying its distributors to provide special services for customers like national chain restaurants and hotels.

The FTC noted that the company sold more than \$500,000,000 worth of groceries in 1949 and said the discriminatory practices alleged in the complaint may "substantially lessen competition and tend to create a monopoly."

General Foods has 20 days to answer the complaint and the commission has set a hearing in New York on Oct. 1.

'Talkathon' May Be a Big Boon for Candidates

CHICAGO, Aug. 14—A Marathon race is a deadly long-distance foot race (over 26 miles) and talk is just talk. But a Talkathon is a new endurance-testing political radio yak which seems to be catching on with ambitious politicians.

It's claimed it has won a primary for dark-horse candidate Judge Francis Cherry in Arkansas, who beat the favorite Gov. Sid McMath by 80,000 votes. Winning the primary in Arkansas is tantamount to winning the office.

The Talkathon is a simple idea. The candidate talks on radio for long, continuous periods of time. Sometimes 24 hours or longer. Judge Cherry kicked off his campaign with a 48-hour-long session.

Heart of the Talkathon is a question-and-answer feature in which the candidate answers questions telephoned or sent in by listeners. The technique is a Godsend for candidates with small funds. It has a "Dollars for Decency" promotion built in which asks the people to send in money for the candidate's campaign.

An advertising agency, Houck & Co. of Florida, Miami affiliate of Houck & Co., Roanoke, Va., owns the name and idea.

A candidate who signs up for the Talkathon receives the personal attention of Karl Bishopric, the agency's president, Robert Venn, head of the radio and TV department, or Reggie Martin. Mr. Martin handled the Talkathon campaign for Judge Cherry. These gentlemen buy radio time and newspaper space for the Talkathon.

Talkathon Co., a subsidiary of Houck & Co., gets a 15% commission.

Radio time is arranged so that the continuous program can be followed by dialing from one station to another.

Leonard F. Schmitt, the latest candidate to contract for the Talkathon, has just completed a 25-hour stint in his campaign for nomination for Republican candidate for senator in Wisconsin against Sen. Joseph McCarthy. He is managed by Mr. Venn.

Former Price Stabilizer Michael V. Di Salle will start using the Talkathon in the Ohio senatorial candidacy race in Ohio shortly after Labor Day. His opponent is Sen. John Bricker.

Karl Bishopric told ADVERTISING AGE that political candidates in other sections of the country are negotiating to sign up for the Talkathon.

The Talkathon was first used by Brailey Odham last January when he was seeking nomination in the Florida gubernatorial race. He lost to Dan McCartry, but he rolled up an impressive 325,000 votes in the second primary vote, despite the fact he was a political unknown.

National Nielsen-Ratings of Top TV Shows Two Weeks Ending July 12, 1952

All figures copyright by A. C. Nielsen Co.

Rank	Total Homes Reached Program (000)	Program Popularity* (%)	Homes (%)
1	Godfrey & Friends (Toni Co., CBS)	5,388	33.5
2	Pabst Bouls (CBS)	5,158	30.7
3	Godfrey's Talent Scouts (Lever, Myers, CBS)	4,970	30.5
4	My Little Margie (Philip Morris, CBS)	4,769	30.0
5	Racket Squad (Philip Morris, CBS)	4,206	29.5
6	Philco TV Playhouse (NBC)	3,776	28.1
7	What's My Line (Jules Montener, CBS)	3,762	27.3
8	Big Town (Lever, CBS)	3,760	27.2
9	Summer Theater (Westinghouse, CBS)	3,514	25.8
10	Goodyear TV Playhouse (NBC)	3,512	24.3

*Per cent of homes reached in areas where program was televised.

If the making of engravings is an art then our etching personnel is to be included among America's foremost artists.

Thomas F. McGrath and Associates

PHOTO ENGRAVINGS DAY and NIGHT SERVICE
160 E. Illinois Street Chicago 11, Illinois
Telephone: DElaware 7-5142



TOASTED—A. H. Fensholt holds a hand-illuminated manuscript presented by the Fensholt Co. staff at a company luncheon at the Tavern Club in Chicago honoring the agency head for his 30 years of leadership. Mr. Fensholt last May turned over many

of his duties to a new executive committee. It includes Norman Bushling, president (at left); Edna M. Johnson (on Mr. Fensholt's right), and Frank D. Ewing (on his left), chairman of the board of the agency.

Crusade Appoints Walsh

Richard B. Walsh, formerly public relations director for Connecticut, secretary to former Connecticut Governor Raymond E. Baldwin and assistant v.p. of Trans-World Airlines Inc., has been named executive vice-chairman of the Crusade for Freedom, New York.

Federal Reserve Study Checks Who Buys TV: Finds Appliance & Auto Sales Leveling Off

(Continued from Page 3)

radios and washing machines barely maintained earlier sales levels. Federal Reserve also reported that the expansion in the number of consumer units owning automobiles, which had been growing throughout the postwar period, leveled off during 1951.

"The proportion of spending units owning cars in early 1952 was not significantly different from the 60% reported in early 1951," Federal Reserve said.

"During the previous two years, survey data indicated an annual increase in automobile ownership of nearly 10%. The small increase in car ownership in 1951 indicates that purchases of new cars were largely offset by scrapping of old cars."

Federal Reserve emphasized that a considerable proportion of buying during 1951 in the appliance and automotive field was by consumers who are beginning to replace postwar merchandise. In the past, most buying has been to replace prewar equipment or to acquire items which the family had not owned in the past.

By early 1952, only about one half the cars on the road were more than three years old. More consumers indicated an intention to buy a car in 1952 than in 1951, and eight in 10 of those planning to buy a new car were people who already had a car to turn in.

Nine out of 10 non-farm homes and eight out of 10 farm home owners had mechanical refrigerators by early 1952. About six out of 10 refrigerators were postwar models. Federal Reserve said the prospective market for refrigerators in 1952 might sag slightly below 1951.

The report noted a substantial increase in the prospective demand for new appliances such as dishwashers, dryers, air conditioners and dehumidifiers. It said a fourth of the prospective demand for TV sets is from families which already own sets.

The survey showed a strong demand for new housing for 1952, and even stronger in 1953. It reported home ownership by 23,000,000 non-farm families or about 54% of the total. This compares with 49% in 1948.

Illustrating the importance of the easy credit available to veterans, Federal Reserve found 49% of the families, including veterans, owned their own homes in 1952, compared with 42% two years previously.

The board found that most consumers expected to have to pay higher prices for cars, appliances

and homes. In the automotive field, average outlay per car declined in 1950 from 1951, despite an increase in the average price. This reflected the increased importance of trade-ins, Federal Reserve said, particularly the growing proportion of trade-ins of late model cars.

The report, published in the August issue of the "Federal Reserve Bulletin," includes a detailed analysis of ownership and buying plans for cars, appliances and homes by age, income group and family status. It also discusses the role of consumer credit in the purchases of these durables.

Harris-Seybold Promotes Perry to V.P. of Sales

Ren R. Perry has been promoted to v.p. for sales of Harris-Seybold Co., Cleveland and Dayton maker of printing equipment. He succeeds Harry A. Porter, who has been named senior v.p. Mr. Perry has been general sales manager for the past three years.

Mr. Perry joined Harris-Seybold in 1926 and was a member of the field sales staff in New England, New York and Chicago. In 1938 he left to operate his own printing machinery company in Chicago. He returned to Harris-Seybold in 1944 as western district manager and in 1949 became general sales manager.



Ren R. Perry

Foundation Appoints HOBM

Hewitt, Ogilvy, Benson & Mathier, New York, has been selected by the executive committee of the Brand Names Foundation, New York, to prepare its advertising in 1953. Warwick & Pegler, New York, is the agency for 1952.

Erwin, Wasey Gets Account

Erwin, Wasey & Co., Los Angeles, has been named to handle advertising on Adolph's Food Products, Burbank, Cal., producer of seasoned and unseasoned meat tenderizer. Previously, Harvey & Shelley, Los Angeles, handled the account.

Greene Joins Friedman

Richard Meyer, who has been financial advertising manager of the Wall Street Journal, has been promoted to sales manager of Dow Jones News Ticker Services throughout the U. S. and Canada.

Button Joins Maxon Inc.

Ernest D. Button Jr., formerly supervisor of art buying for Compton Advertising Inc., New York, has been named supervisor of art buying for the Detroit office of Maxon Inc.

How George Wolf does justice to AA's great features



George Wolf, Director
Radio and Television Production
Foote, Cone & Belding
247 Park Avenue, New York 17.

He's a busy man. You see, he directs radio and television programs for Foote, Cone & Belding in the agency's large and bustling New York office.

In a set-up such as his there is little time for quiet meditation beyond the urgent demands of the moment. So Mr. Wolf does what he calls his "heavy-duty" reading at home. He puts it like this:

"Like most other Ad Age readers, I usually start my week Monday morning by running through the trade news at my desk with my office copy. However, it's my personal subscription copy which I have sent to my home that gets the 'heavy-duty' reading. I don't believe I could do Jim Woolf or your great feature department reading justice in the course of an office day... that is, if I could ever find my office copy once I put it aside. Usually by 10:30 a.m., Monday, it has been permanently 'borrowed'."

Why not give George Wolf's system a try-out. Race through the trade news if you like, but take time to cogitate and reflect over the provocative discussions in Advertising Age's much-discussed Feature Section. The coupon below will bring you a personal subscription to your home—plus, FREE, a copy of Jim Woolf's popular handbook, "Salesense In Advertising."



FREE
with your
home subscription

ADVERTISING AGE

Dept. A18, 200 E. Illinois St., Chicago 11, Ill.

Please enter my 1-year subscription to Advertising Age and mail it to my home address. I am to receive FREE a copy of James D. Woolf's "Salesense in Advertising".

My name _____ Title _____

Company _____

Home } Street _____
 Company }

City _____ Zone _____ State _____

My check for \$3 is enclosed. Bill me later. Bill my firm.

Fall Campaign Set by Proctor Electric for Iron Board Set

PHILADELPHIA, Aug. 12—Featuring its new Zedalon ironing table pad and cover set, Proctor Electric Co. this fall will launch its heaviest advertising program in five years.

Six separate insertions in *Life*, beginning next month and running through the Christmas selling season, will spearhead the campaign. Space also is scheduled for *Good Housekeeping* and *McCall's*.

The Zedalon set will be tied in with Proctor's Hi-lo ironing tables in all of the initial ads. Smaller space in the ads will be given to the company's deluxe toaster.

The company has printed thousands of booklets on the Proctor sit-down ironing method. These will be supplied to retailers during the fall campaign.

Copy in the fall drive will suggest that readers call Western Union Operator 25 in their localities to get the names of retailers carrying the Proctor items.

Special training booklets for sales personnel also will be supplied by the manufacturer during the beginning of the fall season.

John Falkner Arndt & Co. is the Proctor agency.

Leaves 'Herald-American'

Benjamin J. Leven, supervisor of furniture retail advertising for the *Chicago Herald-American*, has retired after 33 years with *Chicago Herald-American* papers. Mr. Leven joined the *Chicago Evening American's* retail advertising staff in 1919. He and his wife will make their home in DeLand, Fla.



ELECTION NIGHT DRIVE—I. Smallman & Sons, Paterson, N. J., is making an unusual television tie-up for election night. The company will advertise its Craftsman billfolds via station identification breaks from coast to coast. "Signing up" here is Samuel Smallman, president of the firm. Looking on, from left to right, are Carl Quist, ad manager; Max Green, v.p. of Lewin, Williams & Saylor, the Smallman agency, and Robert Brenner, the agency's television director.

Agencyman Morgan Wins \$375,000 from GF, Benton & Bowles

LOS ANGELES, Aug. 12—Adman Raymond R. Morgan won \$375,000 in damages last week in superior court here in a suit charging misappropriation of a Morgan promotion idea. The defendants: Benton & Bowles and General Foods Corp.

Following three weeks of testimony, the California jury brought in a verdict in Mr. Morgan's favor after one hour of deliberation. Mr. Morgan, president of Raymond R. Morgan Co., waived punitive damages which would have brought him another \$375,000.

The idea which Mr. Morgan said

B&B picked up without his okay or any compensation for him, is a doorbell ringing promotion set up in 1948 for Folger's coffee, a Morgan client. It was subsequently used for General Foods' Maxwell House coffee in Spokane, in direct competition with Folger's.

The plan has also been used by another Morgan client, White King Soap Co., as well as by clients of other agencies, including makers of Old Gold cigarettes, Nescafe, Coca-Cola, Boscul coffee and Wilkins coffee. When used by other agencies, a weekly royalty price for Mr. Morgan is set for each market, varying with the size of the market.

Mr. Morgan presented evidence in court to support his statement that B&B had requested a presentation of the plan from Mr. Morgan for use by its clients. The plan was used in Spokane for Maxwell House after this presentation, but without Mr. Morgan's consent.

The doorbell ringing promotion is based on a 15-minute daily radio program. Listeners are told to listen for their doorbell during specified hours of the day when a Folger "question man" will be in the area. They are also urged to have a pound of the Folger product on hand to be eligible for the question and hence the prize.

A correct answer from a housewife equipped with the coffee and at home when the questioner arrives entitles her to a variety of Westinghouse appliances, ranging from irons to electric ranges.

Each market is covered on an area basis laid out before the campaign is started, and a large crew of question men is recruited.

Attorneys J. G. Moser and Harold A. Fendler, representing Mr. Morgan, asserted that their client's victory is a step forward in establishing the validity and property rights of radio advertising campaigns and sales promotion ideas.

Trickett Joins AMA Staff

Joseph M. Trickett has resigned as dean of the school of management at Golden Gate College, San Francisco, to accept the new post of associate director of the American Management Assn.'s group management education study. AMA is conducting its research study on management education for itself and its employees at the invitation of the fund for adult education established by the Ford Foundation. Before his college association, Mr. Trickett was director of organizational planning for Columbia Steel Co., West Coast subsidiary of United States Steel Corp.

Joins Richard Jorgensen

Robert A. Baumgartener, formerly copywriter and account executive for Jewell Advertising, Oakland, Cal., has been named head copywriter of Richard Jorgensen Advertising, San Jose.

Ayres Named Grant PR Head

William D. Ayres, formerly in the public relations division of Studebaker Corp., South Bend, has been named public relations director of Grant Advertising in Detroit. He will handle publicity on the Dodge passenger car. Franklin H. Johnson, for the past year a copywriter in Grant's Miami office, will assist him.

Smith Directs Sales

N. Pratt Smith has been appointed sales director for Broadcast Merchandisers Inc., Hollywood specialist in sales plans for radio and TV, and a special representative of Ray & Berger, radio program prizes organization, of which Howard E. Ray, president of Broadcast Merchandisers, is president.

Four More Join ARF

D'Arcy Advertising Co.; Standard Oil Co. (California); Tide, and *Woman's Day* have been elected subscribing members of Advertising Research Foundation. This brings the total membership to 152.

Bina Joins Ralph Werner

Joseph Bina Jr., formerly personnel director of Continental Dynamo and Motor Co., Rockford, Ill., has joined Ralph Werner Associates, Milwaukee public and industrial relations counselor.

Columbia Shifts Maxwell

Sam K. Maxwell Jr. of CBS radio spot sales has been named an account executive on the New York staff of CBS Television Network.

Sweeny Appointed S. M.

Don E. Sweeny has been named sales manager of the diesel engine division of Harnischfeger Corp., Crystal Lake, Ill.

JUST ASK FOR MARIE:

Call WABash 3-8653 and ask for Marie Marie can give you real multi-graph, mimeograph, addressing, and mailing job. Quick pickup and delivery. Fast and accurate work. Plenty of experienced personnel always in line. THE LETTER SHOP Inc. 431 S. Dearborn St., Chicago 5. (Now in our 23rd successful year.)

HEINN Loose-Leaf Catalogs Increase Sales Impact



- CATALOG COVERS
- PRICE and PARTS BOOKS
- SALES and INSTRUCTION MANUALS
- PROPOSAL COVERS
- PLASTIC TAB INDEXES

The Heinn customers represented here are top-caliber manufacturers and merchandisers. They know the relation of Heinn custom-designed catalogs to high-performance, low-cost selling. Like leaders in all industries, big-name rubber companies depend on Heinn for the extra sales impact of really distinctive loose-leaf binders... at the lowest operational cost per unit per year.

Originators of the Loose-Leaf System of Cataloging



CHARLESTON S.C. MARKET BUYS PLENTY AND HAS PLENTY TO BUY MORE!

Charleston has more buying income left after sales than any other county in South Carolina. This \$89,317,000 surplus is waiting for extra purchases that mean plus profits in S.C.'s fastest growing county with the highest per capita income.

COMPLETE COVERAGE OF THE CHARLESTON AREA

CHARLESTON COUNTY GAINS 36.1% IN POPULATION! (1940-1950)

THE CHARLESTON EVENING POST
Communists Reject Allied Plan For Trading Prisoners Of War

The News and Courier
U.S. Jets Beat 10 Red Planes
Shipwreck Off Port Claims Eight Lives, One Survives

CONTACT THE JOHN BUDD CO

MAIL THIS COUPON TODAY

THE HEINN COMPANY
320 W. Florida St., Milwaukee 4, Wis.

Information, please.

Price and Parts Books
 Acetate Envelopes

Salesmen's Binders
 Sales and Instruction Manuals

Catalog Covers
 Proposal Covers
 Easel Presentations

Plastic Tab Indexes
 Sales-Pacs

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____



There's nothing gentle about the point-of-sale

Much of your advertising is read or looked at in the calm surroundings of the home.

But when your lady customer goes shopping, she looks at things differently. Sometimes—when a bargain is involved—she's a tigress!

Our point is this: Writing copy for the living room is different from creating advertising for the point of sale. That kind of advertising—the kind that must hit hard and pay off on the

spot—is our one and only business.

We have specialized in *advertising at the point-of-sale* for fifty years and our nationwide organization serves some of the biggest—and smallest—advertisers. Let us show you more results from your *advertising at the point-of-sale*.

Write for *Idea File*—samples of *idea-provoking Advertising at the Point-of-Sale* created by Chicago Show Printing Co., 2640 N. Kildare, Chicago 39; 400 Madison Avenue, New York 17.



- Lithographed displays for indoor and outdoor use
- Cardboard Displays
- Cloth and Kanvet Fiber Banners and Pennants
- Mystik® Self-Stik Labels
- Animated Displays
- Mystik® Self-Stik Displays
- Econo Truck Signs
- Stanzall Outdoor Signs
- Mystik® Can and Bottle Holders
- Booklets and Folders

Advertising at the POINT-OF-SALE